

# LIFE

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JANUARY 21, 1957



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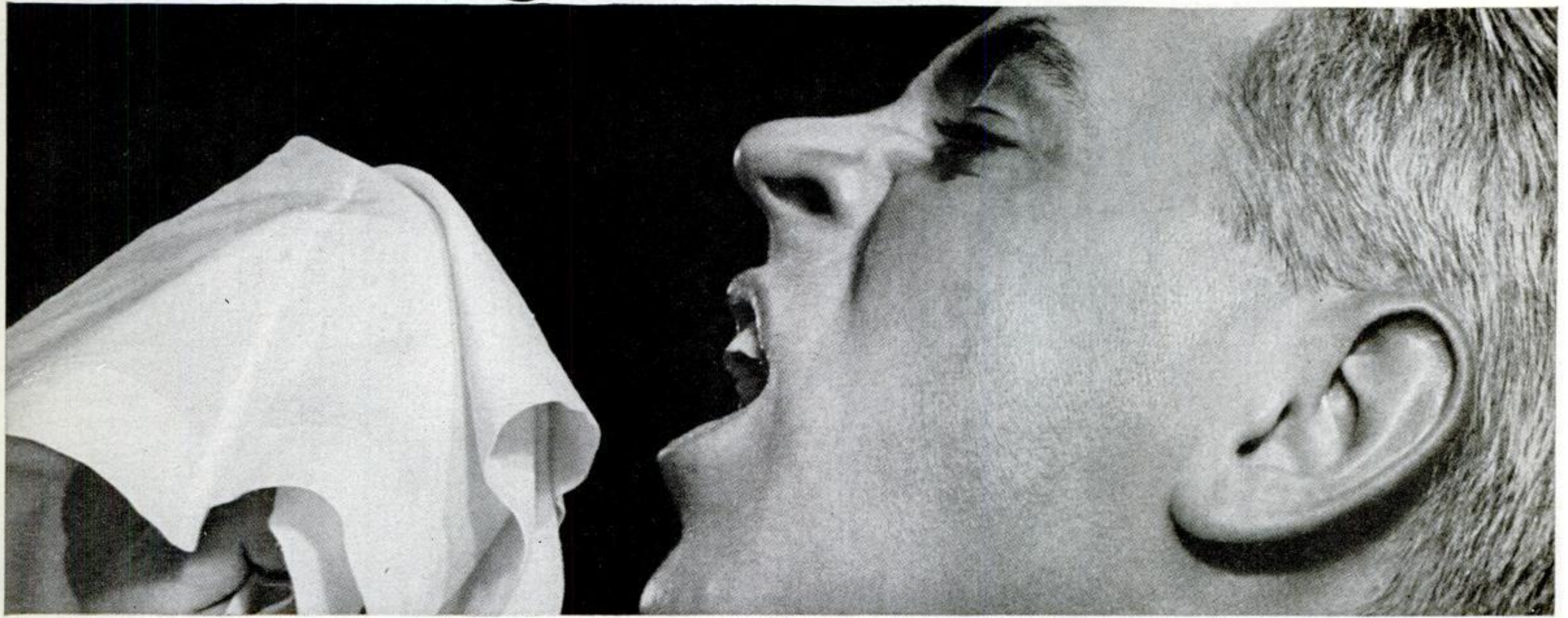


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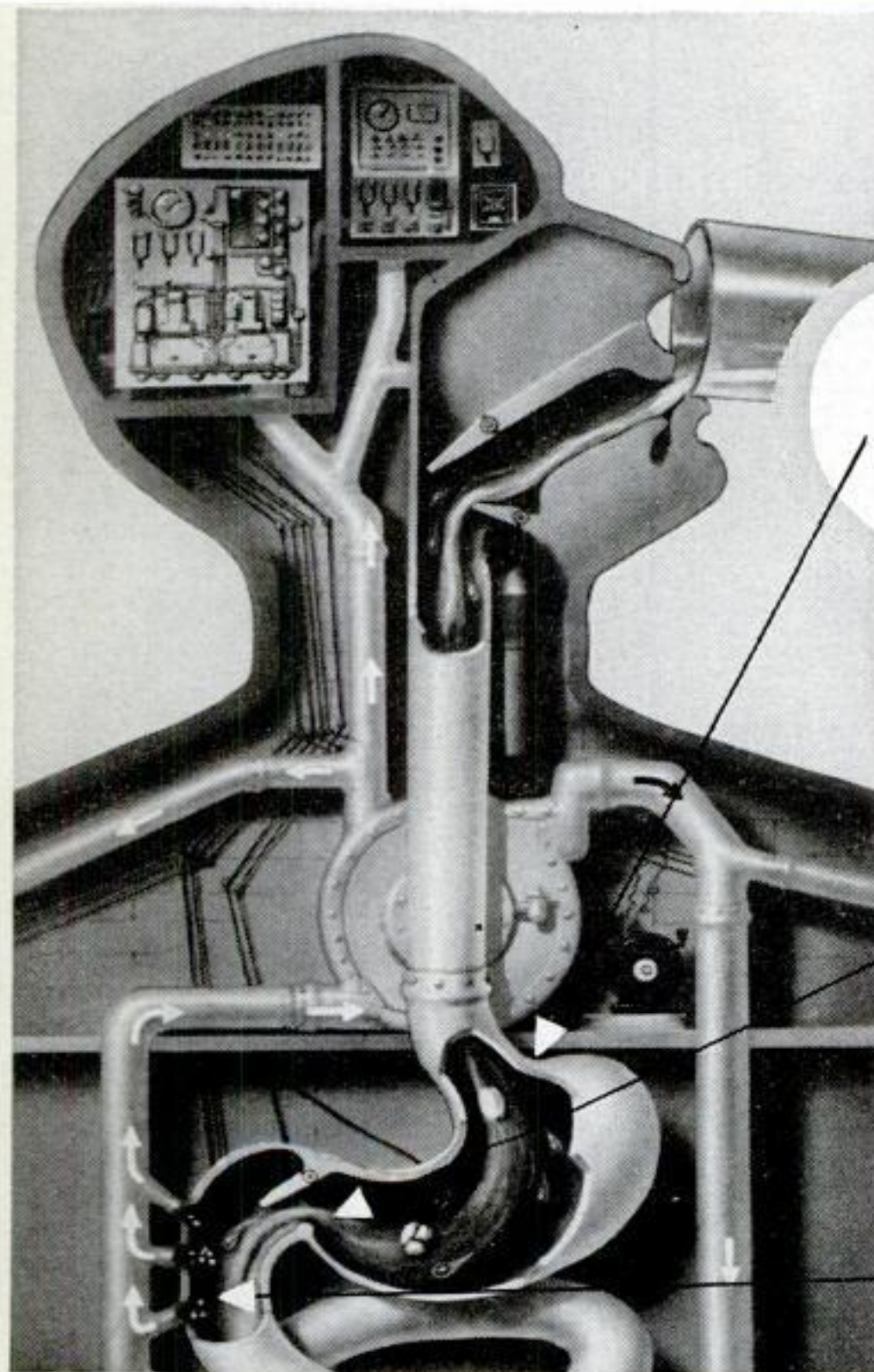


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Next time a cold strikes—start and stay with Bufferin!





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HAROLD MACMILLAN

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LIFE,  
JANUARY 21, 1957

LIFE IS PUBLISHED WEEKLY BY TIME INC., 140 N. MICHIGAN AVE., CHICAGO 11, ILL. PRINTED IN U. S. A. ENTERED AS SECOND-CLASS MATTER NOVEMBER 16, 1931 AT THE POSTOFFICE AT CHICAGO, ILL. UNDER THE ACT OF MARCH 3, 1879, AUTHORIZED BY POSTOFFICE DEPARTMENT, OTTAWA, CANADA, AS SECOND CLASS MATTER. SUBSCRIPTIONS \$6.75 A YEAR IN U. S. A.; \$7.25 IN CANADA.

VOLUME 42  
NUMBER 3

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This One



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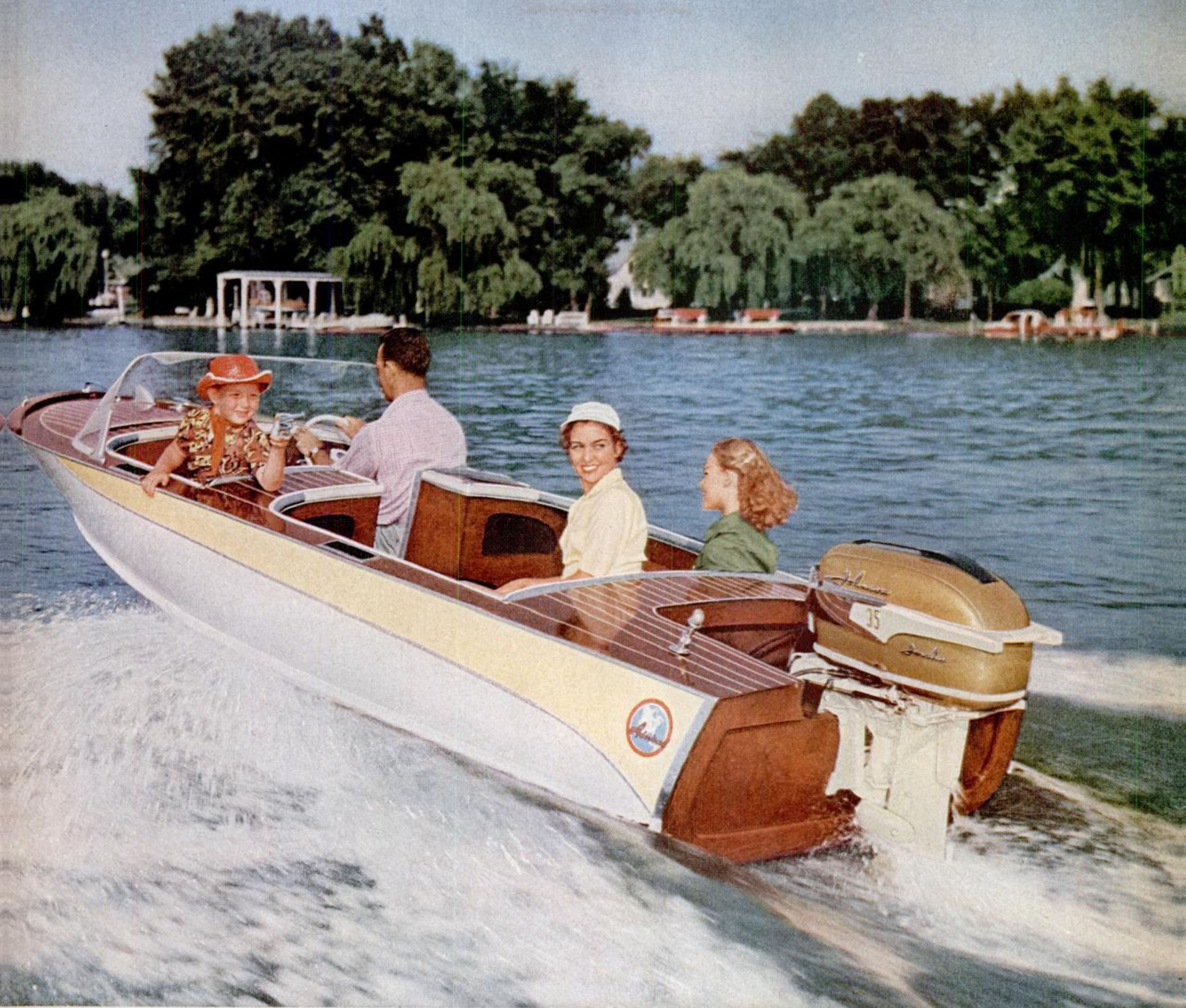
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\*12-volt electric starting (new quick-charging generator available as accessory on first two models listed) . . prices f.o.b. factory, subject to change . . . OBC certified brake hp at 4000 rpm (18s and 35s at 4500)



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The whole town *knew* the "Doc" was going to like the new Ford we gave him . . .

For here was a new kind of car that was built for his kind of driving. One that was longer, lower and roomier than many higher priced cars. One whose "inner car" was built so solidly . . . with so many new ride advances that even those old back roads on the edge of town would seem like airstrips!

We knew he'd go for that Thunderbird V-8 engine we chose, too . . . because the kind of power plant that helped set 458 performance and endurance records at Bonneville would let him make emergency calls in stride.

We also knew how he would take to Ford's new hardtop look . . . those doors that close smoothly as a bank vault's . . . the quiet luxury of the spacious interior . . . as well as all the *other* surprises in Ford this year.

*What we didn't know was that "Doc" had already ordered a new Ford Station Wagon!*

(But—underestimate the power of a woman? Never! His missus made him keep *both*!)



This new Fairlane 500 Club Victoria is one of *two* new sizes that Fords come in this year. Like all Fairlane and Fairlane 500 models it stretches out over 17 feet long. Ford's Custom and Custom 300 models are distinctly *different*. And *they're* over 16 feet long! Your choice is not limited to extra chrome and trim. You choose between a *big* car and a still *bigger* one. Come in and see!

*It's fun to go* **FORD**



# The Marlboro Man



*What's  
he like. . . . .*



# The Marlboro Man *speaks for himself*



"I'm a rancher. Grew up in this part of the country ...



"Own my own ranch ... ride from one end of it to the other every day ...



"It's got an easy-drawing filter that works just fine. Lets the real tobacco flavor come clean through, too. No huffin' or puffin' with this one.



"And this flip-top box never mashes a one of your cigarettes. Keeps that loose tobacco out of a man's pocket, too ...





"I like the life a man leads out here... the good feeling of being your own boss."



"Like to smoke, too. My brand's MARLBORO. In my book, it's a lot of cigarette..."



"You know what they say about MARLBORO, don't you? 'You get a lot to like.' Well that's how it is living on a ranch. You'd like that, too."

You get a lot to like...

FILTER-  
FLAVOR-  
FLIP-TOP  
BOX

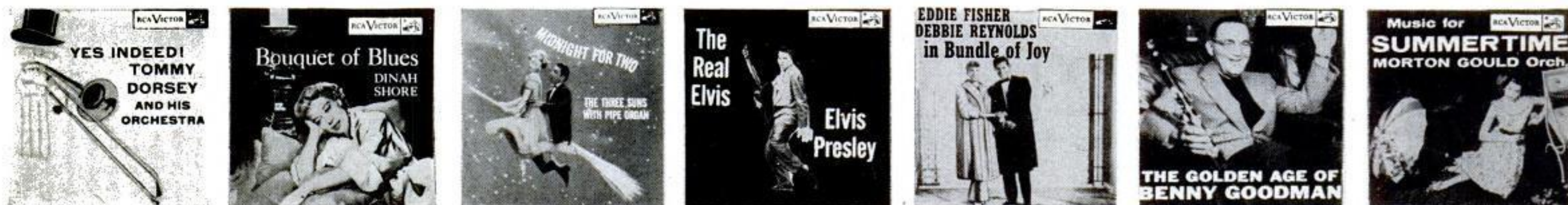




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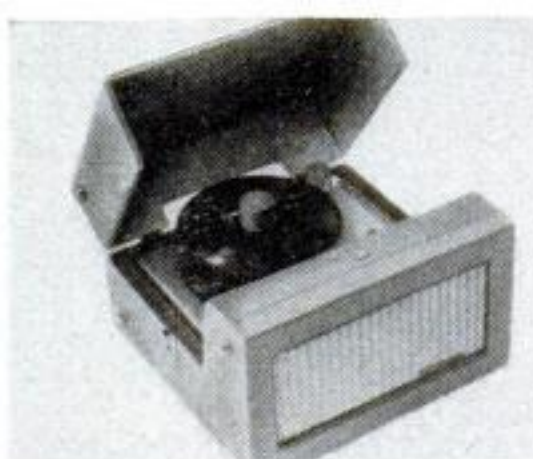
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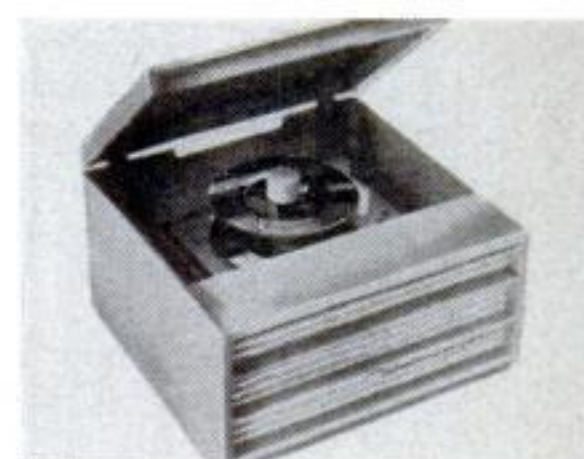
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You take out insurance on the life of your son or daughter which provides, say, \$1,000 a year for *each* of the four years of college. Then, when your child is ready for college, the money will be ready, too!

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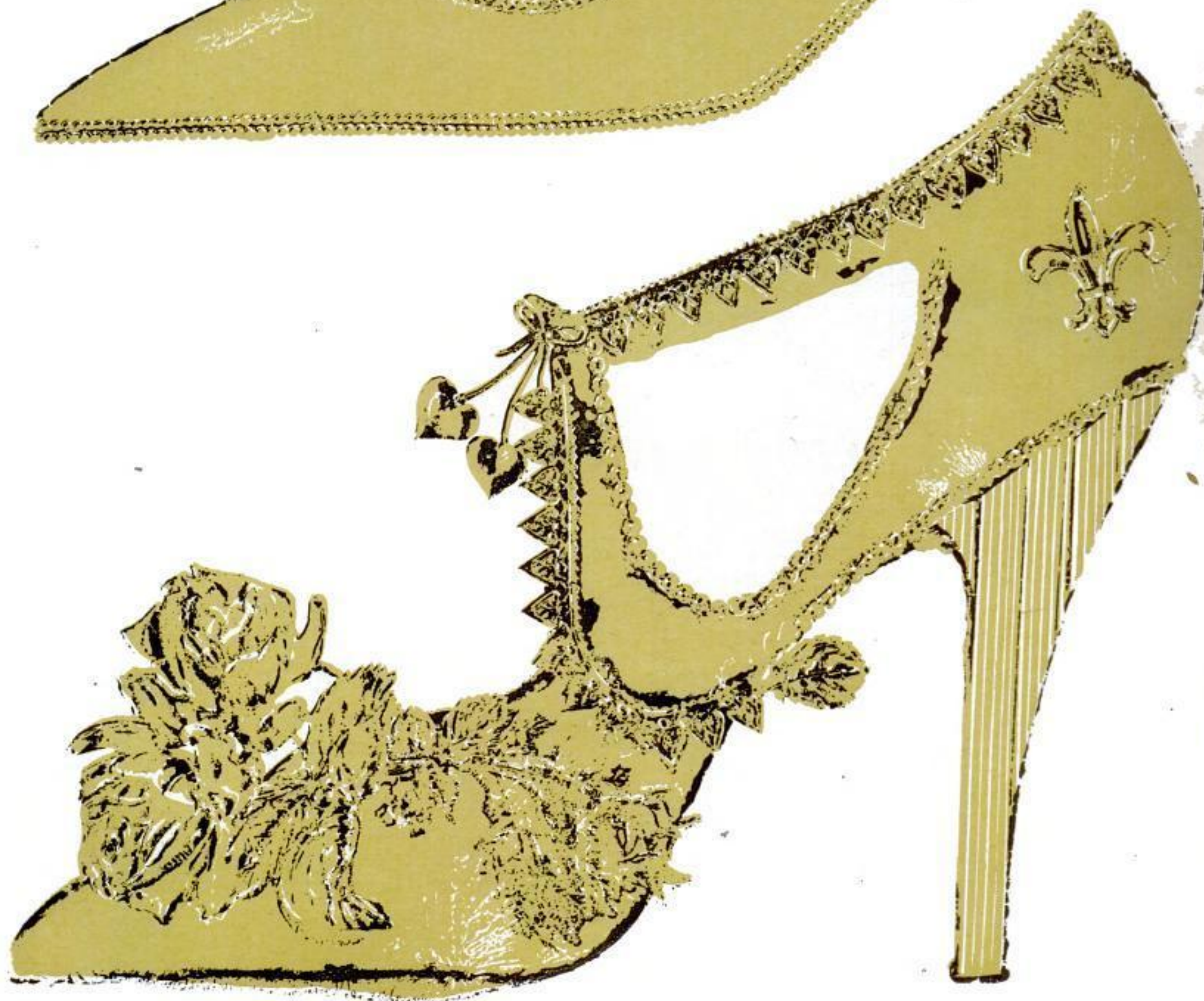
City  State



# SPEAKING OF PICTURES



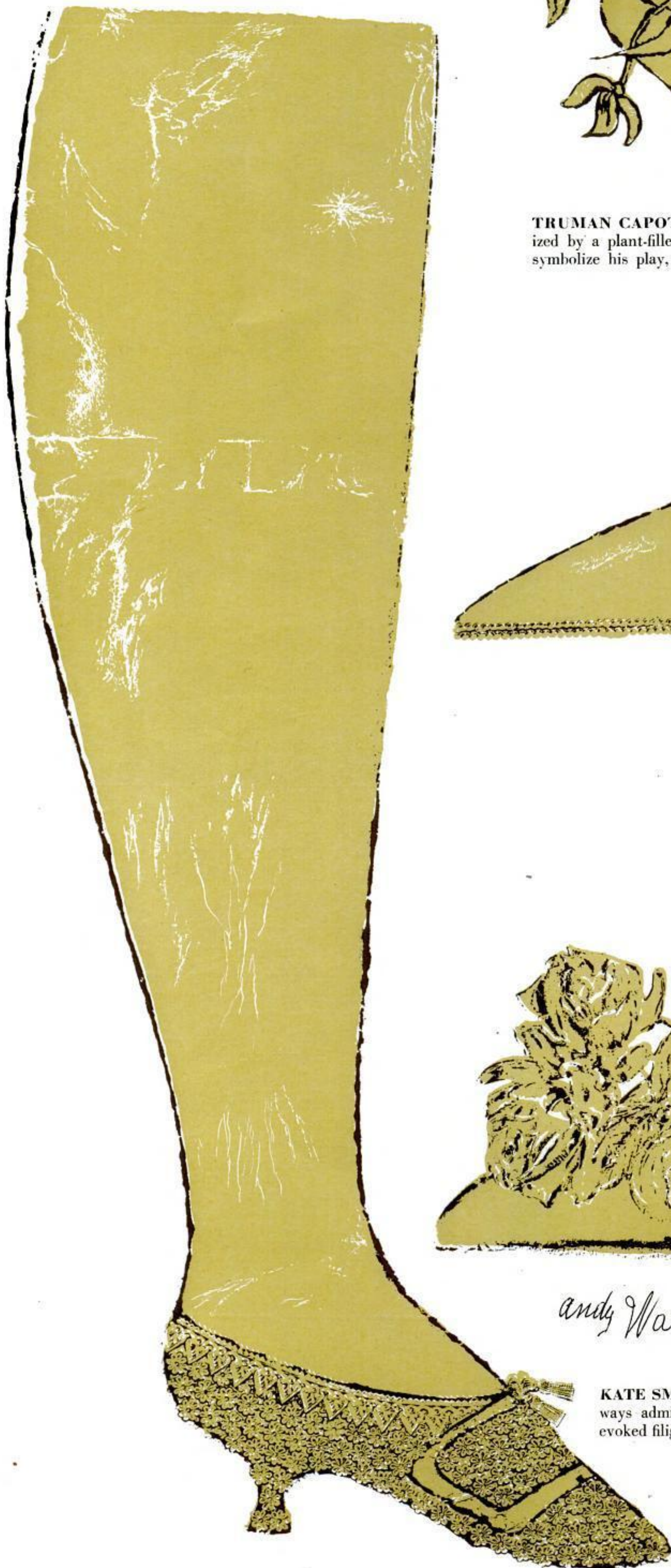
**TRUMAN CAPOTE** was characterized by a plant-filled slipper made to symbolize his play, *House of Flowers*.



*andy Warhol*

**KATE SMITH**, whom Warhol has always admired because of broadcasts, evoked filigree slipper plus golden calf.

**ZSA ZSA GABOR** provoked a jazzy, spike-heeled number suggesting her gay social life, her fashionable wardrobe.

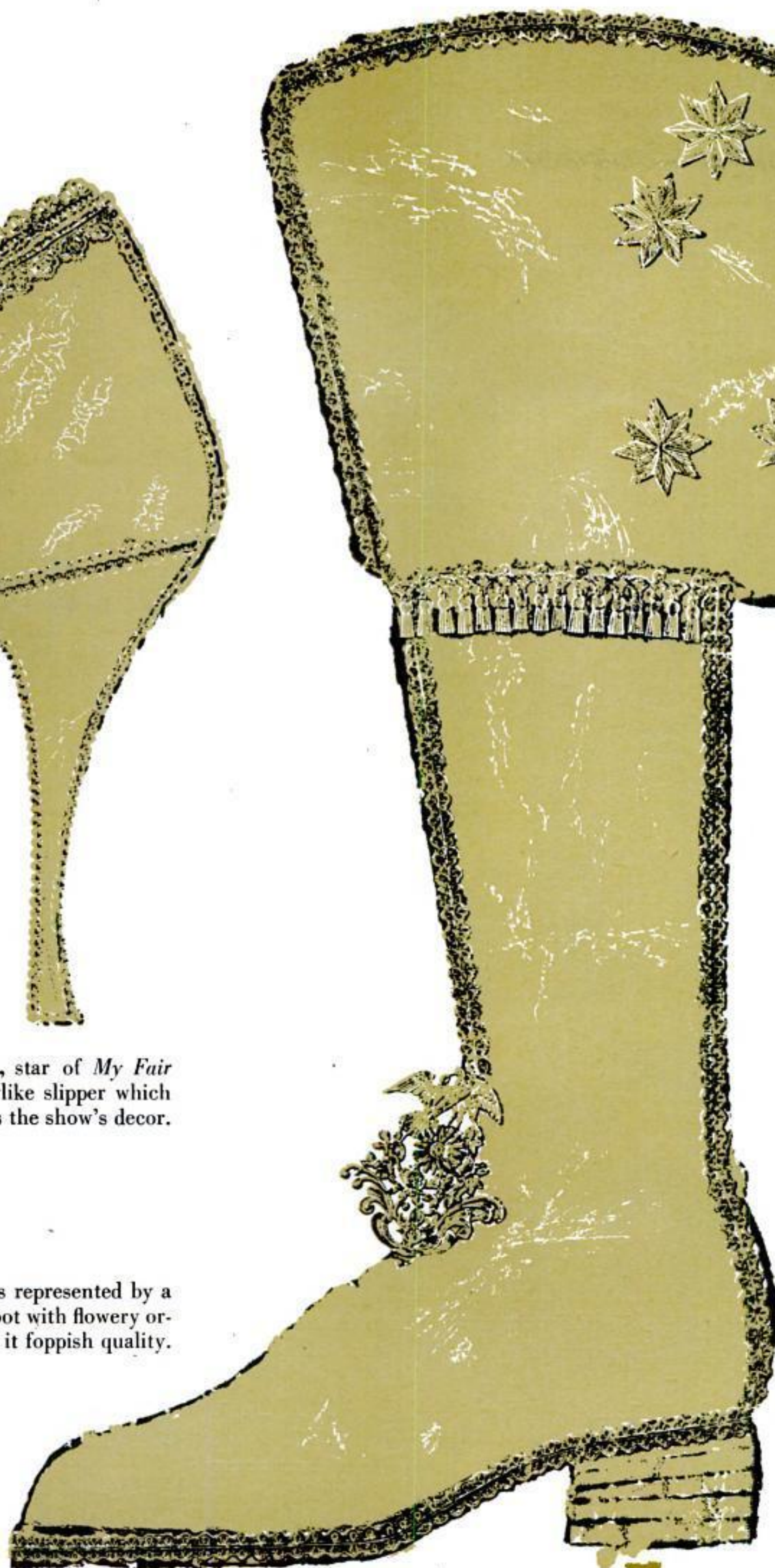




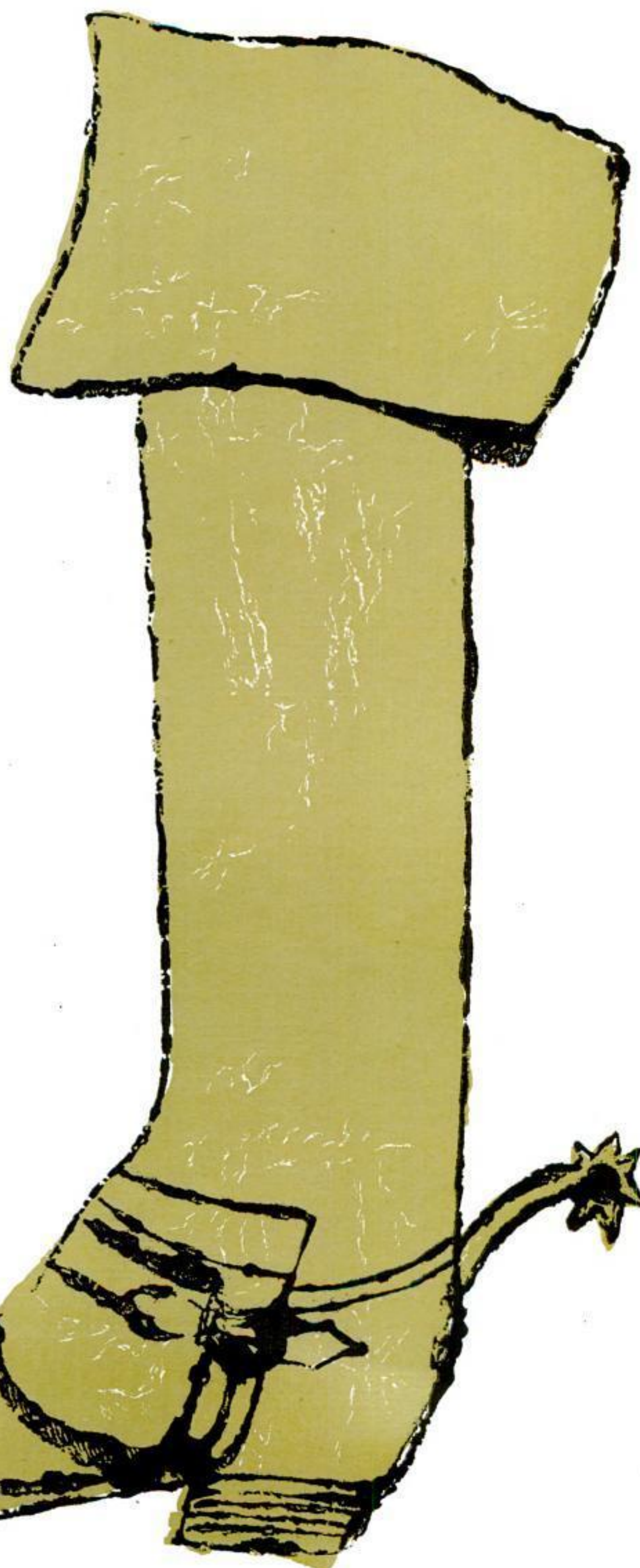


**JULIE ANDREWS**, star of *My Fair Lady*, evoked a ladylike slipper which Warhol feels reflects the show's decor.

**ELVIS PRESLEY** is represented by a buccaneer type of boot with flowery ornamentation to give it foppish quality.



**JAMES DEAN** inspired spurred western boot to convey a rugged character, though he never made cowboy movie.



# CRAZY GOLDEN SLIPPERS

**Famous people inspire fanciful footwear**

While drawing shoes for advertisements, Andy Warhol, a commercial artist, became fascinated with their designs and began to sketch imaginary footwear as a hobby. His work grew more and more ornate until he completed some 40 slippers made entirely of gold leaf ornamented with candy-box decorations. Each was created to symbolize a well-known personality. Recently Warhol exhibited them at New York's Bodley Gallery, priced at \$50 to \$225 each. To his astonishment, they were eagerly bought up for decorations, and Warhol is now busy creating a whole new set of crazy golden slippers.





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Wall at left is Weldtex, stained. Weldtex on right wall has been painted. Weldtex squares cover ceiling.

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**Textured wood you can paint, stain or finish natural. And a 12-by-8-foot wall costs less than \$30.**

You'll find \$80,000 homes paneled with Weldtex®. And \$8000 homes, too. While the low cost of Weldtex is impressive, so is its beautifully textured appearance.

What versatility! Outdoors, Weldtex is a wonderful siding material either in large panels or pre-cut

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Now better than ever! You'll LOVE CUTEX even more than before!  
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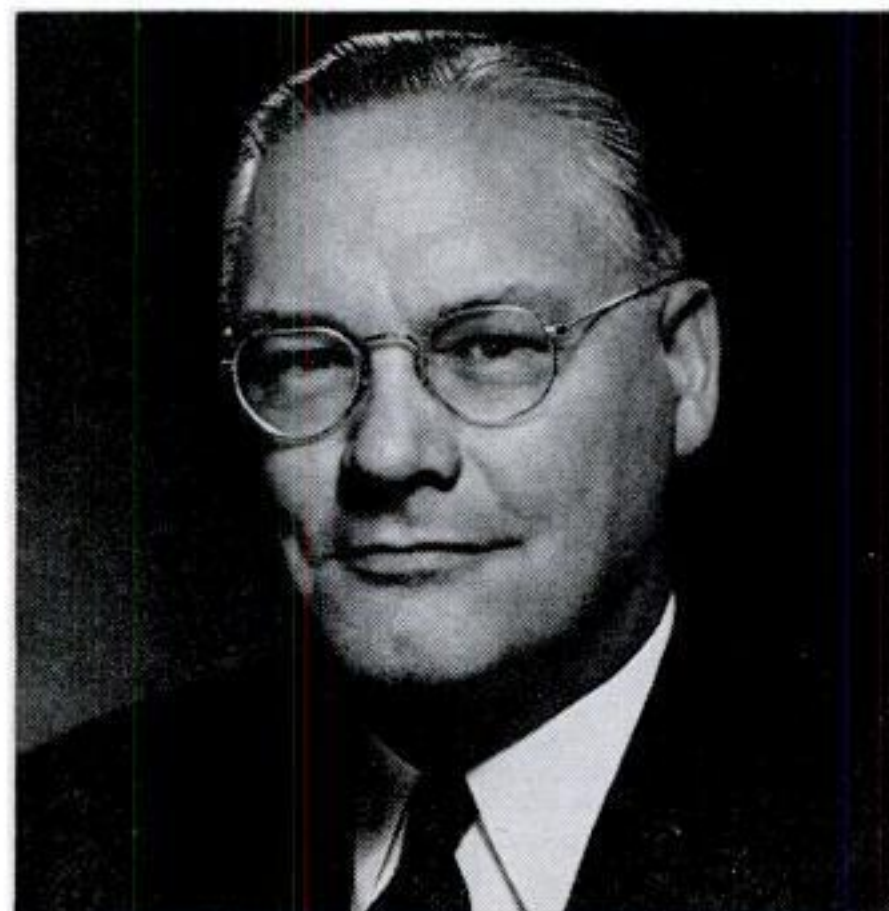
# CUTEX



Why pay more? 33¢ and 19¢



# The Trust You Have Placed in Us



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*"The telephone business is built on the idea of Service.... And the principles that guide our work affect the lives of many people. We are printing them here because they seem important to everyone who uses the telephone, everyone who works for the business, and everyone who has invested in it."*

We in the telephone business are servants of the public. The services we perform are necessary to the people of the United States. They are necessary to the building of our nation and to our national security. Clearly, we occupy a position of great public trust.

We are also trustees for the savings of every individual who has put money in the business. It is our responsibility that the business shall prosper.

We think it all-important therefore that we furnish the best telephone service it is in our power to provide—a service high in value and steadily improving—at a cost to the user that will always be as low as possible and at the same time keep the business in good financial health.

The success of the business depends on the people in it. To serve well and prosper, Bell Telephone Companies must attract and keep capable employees. They must be well paid and have opportunity to advance in accordance with ability. And we must continually develop first-rate leaders for the future.

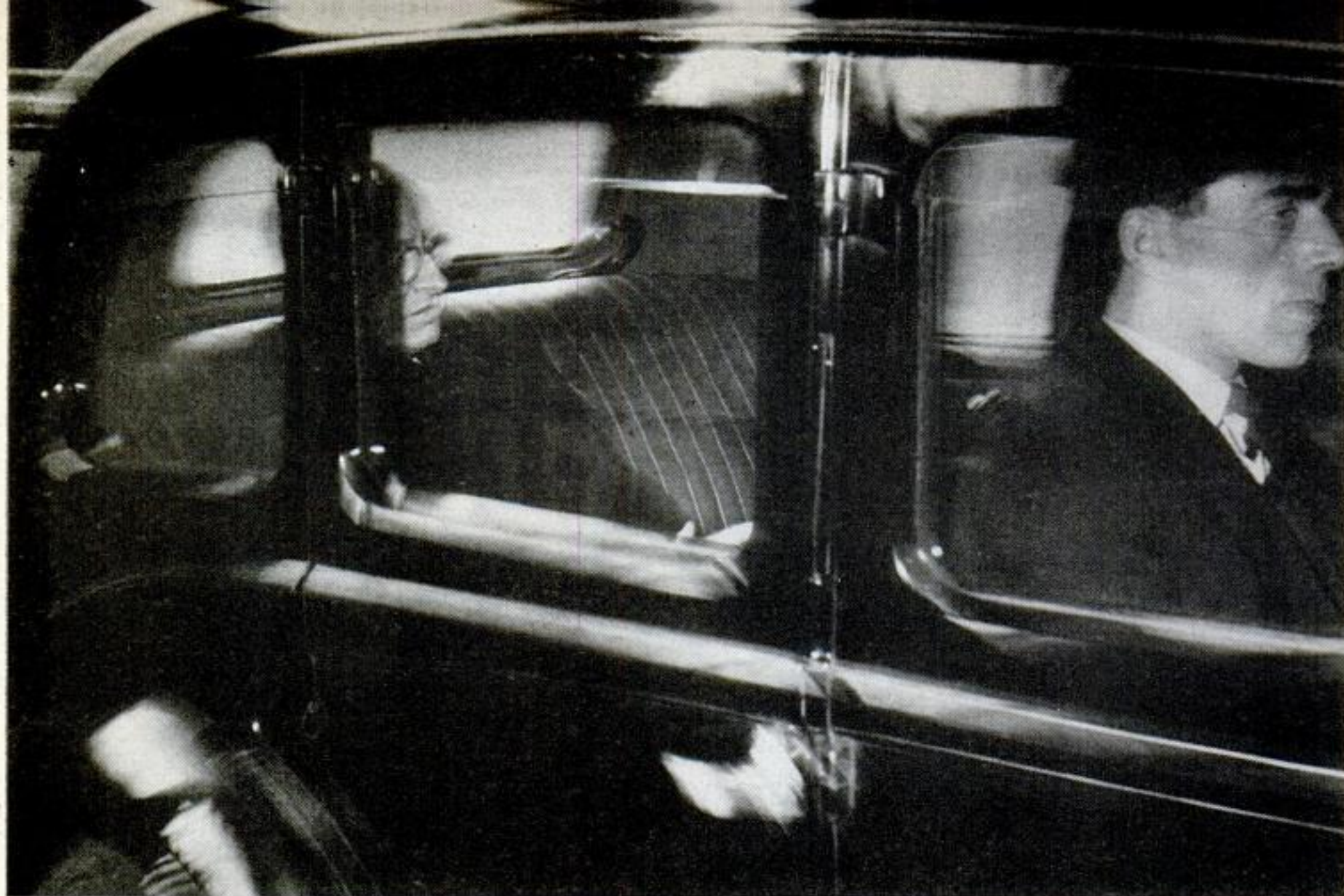
Finally, it seems to us that it is always our duty to act for the long run. Sound financing, good earnings, reasonable and regular dividends—these are all long-term projects. So is our continual research to find better means for giving better service. So is the building of the human organization and character on which good service depends. So is the training of leaders. In all our undertakings, the long view is essential.

This is the way we understand the trust you have placed in us. It is a trust that deserves, and will continue to receive, the most painstaking care we can give it.

Working together to bring people together  
**BELL TELEPHONE SYSTEM**







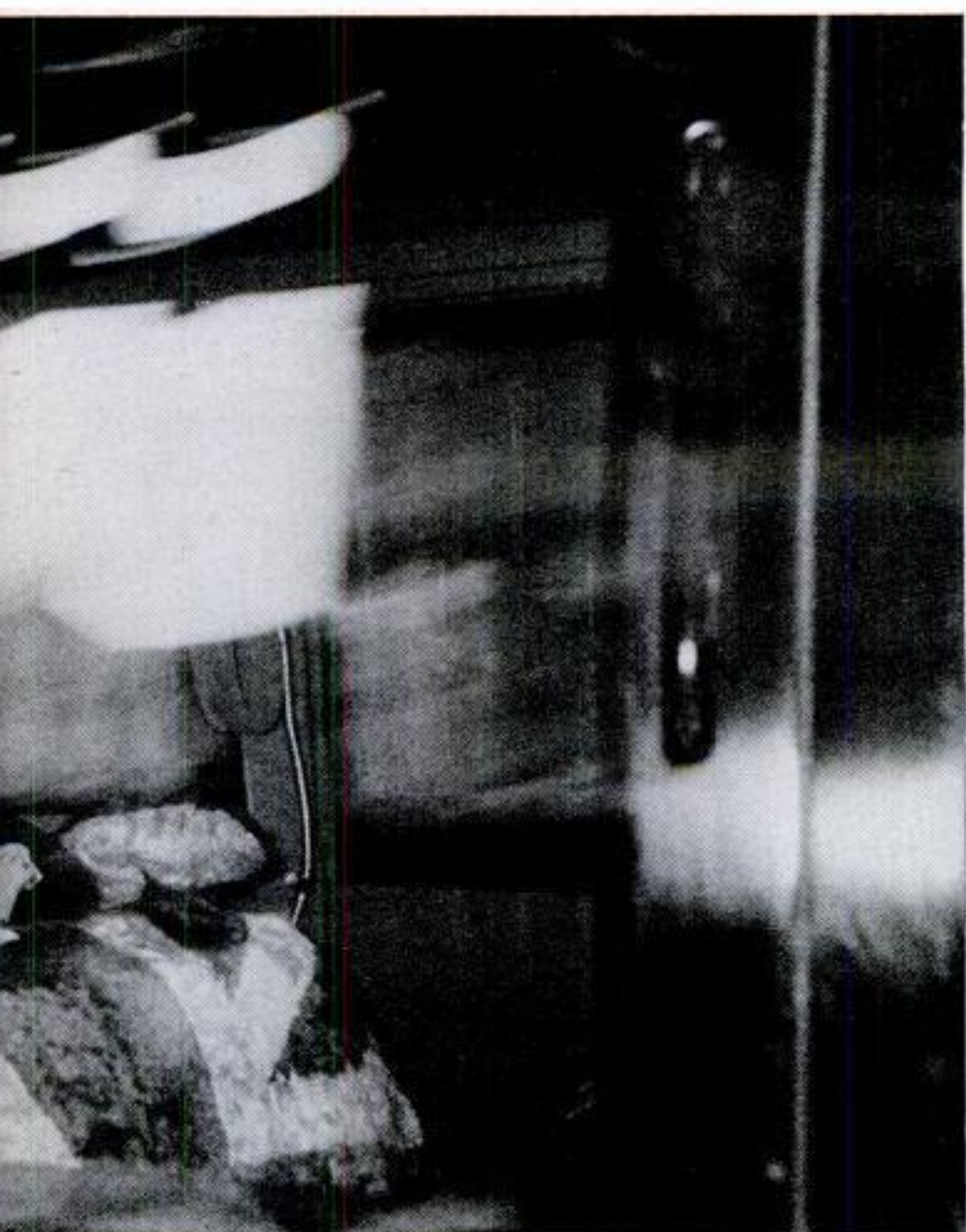
SPEEDING TO ADVISE QUEEN ON EDEN SUCCESSOR GOES LORD SALISBURY, TORY LEADER IN HOUSE OF LORDS



SWATHED IN A ROBE, SIR WINSTON CHURCHILL,







NOW 82, HURRIES TOWARD BUCKINGHAM PALACE



BLURRED, SPEEDING FIGURE OF HAROLD MACMILLAN, CHANCELLOR OF THE EXCHEQUER, NEARS PALACE

## FAST-MOVING DRAMA OF A CABINET CRISIS

Through the clammy chill of a London winter morning the black official limousines sped to Buckingham Palace. They carried the major personalities in a great political drama that for 24 hours fascinated the world no less than it did the curious crowds that gathered in the glare of lights outside 10 Downing Street. The crisis was created by the sudden resignation of ailing Sir Anthony Eden as Britain's prime minister. In one car was Lord Salisbury, whose ancestors had advised Elizabeth I over 350 years ago and who was himself now coming to advise Elizabeth II on Eden's successor. Another car carried Churchill, the empire's elder statesman, emerging from the shadows of age to play one more role for the sovereign who affectionately calls him "Dear Winston."

It had been only 20 days since Eden told the Commons, in a stubborn defense of his Suez intervention policy, "I would be compelled . . . if I had the same very disagreeable decisions to take again, to repeat them." Nobody could know then that those were the last words he would speak in the House where he had sat

for 32 momentous years. There had been speculation that he would retire; his three-week vacation in Jamaica had not repaired him physically or politically. His old intestinal ails were kicking up again, and so were members of his own Conservative party—over the bankruptcy of Eden's Middle East policy.

But few had expected Eden to quit so soon. When the queen interrupted a holiday to hurry back to London—and there could be only one reason—Britain was stunned. Then came the formal announcement of Eden's resignation. For the first time in 33 years there was genuine suspense over the man whom the monarch would choose to be prime minister. The chief candidates were R. A. Butler, leader of the House of Commons and a private critic of Eden's Suez policies, and Harold Macmillan, Chancellor of the Exchequer and a longtime friend of both Eden and Churchill. While the two men waited, the limousines came and went, the lesser but vital personages scurried through the halls of government (*next page*), working out the destiny of the two men—and Britain.

← IN THE FLOODLIGHTS silhouetted crowds gather and wait expectantly through the evening near the prime minister's official residence at No. 10 Downing Street.



# THE MIGHTY SCURRY TO AND FRO BUT THE CHOICE WAS INEVITABLE

The crisis began unexpectedly. That was when Eden went to Sandringham, where the royal family was vacationing, and privately told the queen that he must resign—for reasons of health. Returning to London, he summoned his ministers. Eden's official journey to Buckingham Palace followed, and it was all over. Because Eden had named no successor—and indeed had not even resigned as party leader—there followed the



**THE FIRST MOVE** came as Eden, his wife left without fanfare for the queen's country estate, Sandringham.



**THE FIRST CLUE** that Sir Anthony would resign was given by Queen Elizabeth, who motored suddenly to London after his visit, indicating she would receive his resignation and consult her top advisers (right) on naming new prime minister.



**POSSIBLE SUCCESSOR**, Deputy Prime Minister "Rab" Butler, leaves for meeting during the cabinet crisis.



**BUSTLING IN BOWLER**, Home Secretary Lloyd-George hastily arrives for meeting at No. 10 Downing Street.



**A STAUNCH EDEN SUPPORTER**, Foreign Secretary Selwyn Lloyd, who had backed Prime Minister Eden throughout the Suez crisis, is shown outside No. 10 Downing Street with other cabinet members after a government conference.



**CLUTCHING BRIEFCASE**, brilliant young minister of labor, Iain Macleod, arrives for discussion of the crisis.



**MINISTER OF HOUSING** Duncan Sandys, Churchill's son-in-law, is also man the Tories look to for strength.



**GETTING SALUTE** from a bobby as he arrives for Eden's meeting is David Eccles, the minister of education.



**OFFERING SMILE**, Lord Chancellor David Maxwell Fyfe, principal legal member of cabinet, doffs bowler.



**INTERLUDE IN SUSPENSE** comes after fateful cabinet meeting as Macmillan and his wife walk to dinner.



most absorbing night of political infighting Britain had known in a generation. It was the queen's prerogative to name a new prime minister, but the real choice between Butler and Macmillan was being made at Conservative party clubs like the Carlton and White's. Long before the night was over, the decision was inevitable.

Next day the queen called Churchill and Salisbury to the palace. Both

avored Macmillan, who had some support in all factions of his party. Butler, too liberal to please orthodox Tories, was also so young (54) that the prime ministry would have committed the party for an indefinite period.

Through a tense Thursday morning both men waited for the all-important telephone call from "Buck House." Finally, 20 hours after Eden had formally resigned, a phone rang. It was at the residence of Macmillan.



**FINAL EXIT** for Anthony Eden as prime minister begins as he leaves 10 Downing Street in sober mood and heads for Buckingham Palace to make formal

resignation to queen. With announcement released by palace went statement signed by four doctors that Eden could no longer "sustain the heavy burden."



**GRIM COUNSELOR**, Sir Winston Churchill, who had groomed Eden to succeed him, reaches palace to advise the queen on her choice for prime minister.



**SENIOR STATESMAN**, the Marquess of Salisbury, who is Lord President of the Council, goes, like Sir Winston, to the palace for his audience with queen.





**AMERICAN MOTHER** of Macmillan was Nellie Belles. Born in Indiana, she met husband on trip to France.



**AT ETON** in 1909 young Macmillan played cricket, prepared for Oxford, where he was an outstanding scholar.



**GUARDS OFFICER** in World War I, he served in fashionable Grenadier regiment, was wounded three times.



**MARRIAGE** to Lady Dorothy Cavendish in 1920 linked him with an influential and old Conservative family.



**PARTY LEADER**, Macmillan confers in 1949 with Eden and ex-Colonial Secretary Oliver Stanley in London. Tories were out of office and Macmillan helped plan their return to power in 1951.



**HOUSING MINISTER** in 1952, Macmillan gained a reputation for skillful administration by building 300,000 units. Here he hands a family its new keys.



**WITH GRANDCHILDREN**, he poses for his 1954 Christmas card which bore legend, "Here we are, Grannie."

## FAMOUS BRITISH EDITOR SAYS

*As Macmillan took office LIFE invited an irascibly independent observer of British politics, the editor of Punch, to write an appraisal of the new prime minister, which follows.*

by MALCOLM MUGGERIDGE

It has been truly remarked that to be successful a British politician must be like a clergyman or like a bookmaker. Sanctimoniousness and sport are certainly our two great national pursuits. We speak from the heart or through the corner of the mouth; clerical black and loud checks are the favorite attire of those who sit in authority over us. Sir Winston Churchill, for instance, merges comfortably into the landscape at a race meeting, whereas when Sir Anthony Eden orates a pulpit seems to rise from the ground to enfold him.

Now we have Mr. Harold Macmillan who does not wholly conform to either type. He is not much given to moralistic discourse and although he introduced as Chancellor of the Exchequer a kind of state lottery in the form of a premium bonds scheme (thereby earning a rebuke from the Archbishop of Canterbury), his contact with the turf is limited to his membership in the Turf Club, where he frequently dines. This blameless and highly select establishment, it should perhaps be added, would

be as little likely to admit a practicing bookmaker to membership as would the Royal Yacht Squadron to admit an able-bodied seaman.

Both politically and personally, in fact, Mr. Macmillan is somewhat enigmatic. He looks like one of the quaint illustrations in the early editions of Sherlock Holmes. His Edwardian mustache, his unostentatious but careful elegance and his concocted witticisms—all serve to create a decidedly old-fashioned impression. The irreverent call him Mr. Macmothballs. He seems older than his 62 years and his occasional lapses into contemporary slang ("There ain't gonna be no war") are intensely painful.

Nature has not equipped Macmillan to be, like President Eisenhower, a father figure in this strange, troubled mid-20th Century. He is, rather, avuncular—one of those kindly, aloof uncles from whom nephews and nieces expect, and usually receive, a generous tip. As it happens, it is just such a kindly uncle that the Conservatives most need.

The Suez spree on which Sir Anthony Eden took them was exhilarating at the time, but the hang-over is appalling. Suffering an aching head and empty pockets, and conscious of the deep disapproval of all and sundry across the Atlantic, what the Tories now need is either a dose of salts or an aspirin. Mr. R. A. Butler



**ON U.S. PILGRIMAGE** last year Macmillan visited mother's home town in Spencer, Ind., laid a wreath on the grave of his grandfather, Dr. Tarleton Belles.





**TOP JOB**, given by Churchill in 1942, put him in charge of the British colonies as parliamentary undersecretary.



**IKE'S SUBORDINATE** at his World War II headquarters in North Africa Macmillan was the minister resident.



**SEASONED POLITICIAN** by 1949, Macmillan addresses a class at Swinton Conservative College, a school established by Tories to train young Conservatives in party doctrine and leadership. He also took part in the Council of Europe in 1949.



**WORLD STATESMAN**, he appears with Russia's Molotov and U.S. Secretary of State Dulles on the balcony of a Vienna palace in May, 1955, after representing Great Britain, as her foreign minister, at the signing of the Austrian peace treaty.



**ATHLETIC PROWESS**, popular with British voters, is displayed at cricket match played by politicians in 1955.



**"THE BOOKIE"** was his nickname in 1956 when as Chancellor of Exchequer he ran savings bond lottery.

## HE IS 'A HAIR OF THE DOG THAT BIT THEM'

would certainly have administered the former; Mr. Macmillan, they hope, will find the latter sufficient. In any case, they view Mr. Butler at the moment with deep distaste as one who sat in on the spree but drank only tomato juice. The new prime minister at any rate joined in the revels. He is a hair of the dog that bit them.

There is always a reason for the emergence of a particular person at a particular time. The quality which gives Mr. Macmillan his immediate validity is unquestionably this: he is reassuring. And it is reassurance that the British people, and particularly the Conservative party, most crave at this time. He announces vast balance-of-trade and payments deficits with an ease and detachment. He sits in the House of Commons, pale and heavy-lidded, through ferocious attacks from the opposition benches and then rises, unruffled, to retaliate expertly.

Since 1924, when he was first elected to Parliament, politics has been his exclusive and absorbing interest. Though he only got his first office in 1940 (in the first Churchill wartime coalition), he has subsequently done stints in all of the major government departments. He built houses; he administered foreign policy, wrestling with John Foster Dulles like Jacob with God; and finally he succeeded Mr. Butler as Chancellor of the Exchequer. If he has left

no particular mark in any of these departments, there have been no failures. Each performance has been presentable.

And now, relatively late in life, he finds himself in charge of the whole show. It must be, for him, a curious and perhaps unexpected experience. What will it be for the rest of us in Britain?

On paper he conforms to the standard Conservative model. His wife is a daughter of the Duke of Devonshire—one of the three or four great houses which have managed to maintain their influence in the unpropitious climate of the century of the common man. Also, as a gesture to the spirit of the age, he has testified to a grandfather who was a poor Scottish tenant farmer and who came on foot to England to seek his fortune. Such humble progenitors are sought nowadays with the same avidity as once were ancestors who came over with William the Conqueror. For good measure, Mr. Macmillan throws in an American mother from Indiana. The famous publishing house which bears his name (its American branch was recently sold) has ensured that he should be free of money worries.

To meet casually he has all the characteristic attributes of his class and background. On closer acquaintance, however, it is apparent

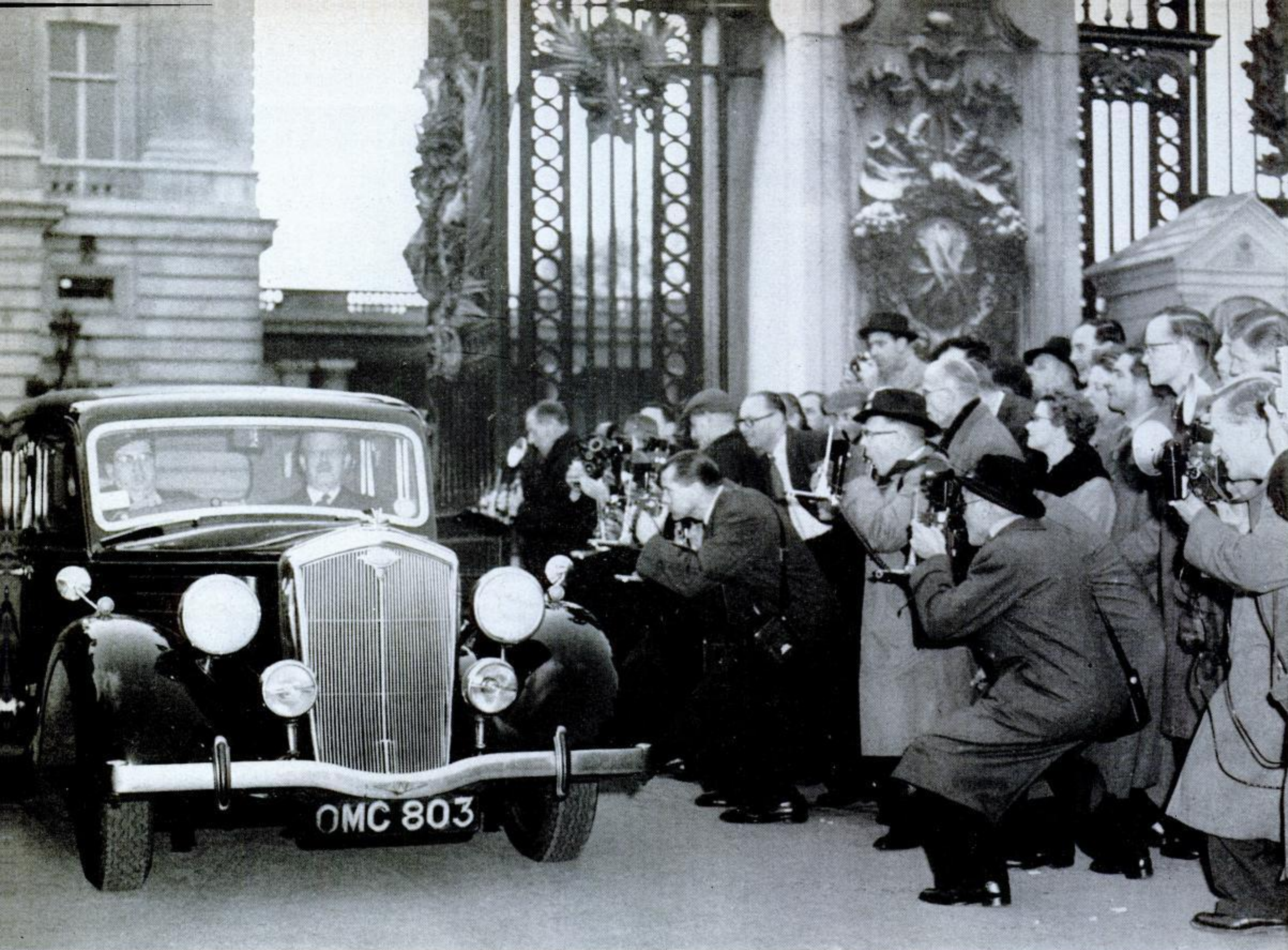
that behind this facade of elegant and slightly bored competence is a tenacious will and relentless ambition. The handshake may be languid, but the glance which accompanies it is sharp and perceptive.

Mr. Macmillan is an exceptionally intelligent and able man. He has all the characteristics, good and bad, of those who seek and achieve power. He can be cold, unforgiving or excitable, of the left or the right or the center, according to the exigencies of the moment. If required, he can put his hand on his heart—as he did to assure a turbulent House of Commons that he was heart and soul with Sir Anthony Eden—and if required he can take it off again. He is, after all, a politician. As such he knows that gestures of independence, like his own early disagreements with the Baldwin and Chamberlain governments, have their uses, but that in the end the party machine is a juggernaut before which those aspiring to the highest office must prostrate themselves.

Seldom, if ever, has a British prime minister been presented with a more difficult situation. His predecessor, Sir Anthony Eden, has bequeathed him a divided and distracted party, a Middle Eastern policy in ruins, and an empty till. It is a seemingly bankrupt concern that Mr. Macmillan has been called to take over.

CONTINUED





**BEGINNING NEW ROLE,** Macmillan leaves Buckingham Palace after accepting queen's appointment as prime minister. He sat up front next to his chauffeur

instead of in back seat like most important personages, and most of crowd missed him on his way in. But the press caught him coming out and massed around him.

## Muggeridge CONTINUED

Will he be able to turn the corner, and at any rate make it seem a going concern by the time the present Conservative government has to call for a general election? If he does, he will go down to history as a hero of his party, if not of his time; if not, he will be just a brief, derisory interlude in history.

As a choice for this curious and difficult role he must be considered eminently suitable. He has links both with the United States and with Europe, whose union he has ardently advocated. When in 1942 he was minister resident at Allied headquarters in Africa, he was thrown into amical relations with the then commander-in-chief, General Eisenhower. His fellow Tories want to be authentically anti-American without sacrificing any advantage to be derived from lining up with the United States.

In any case, Mr. Macmillan is the last throw of the party and the class he represents. If he fails they fail, possibly forever. It may be that he will succeed in counteracting the disastrous consequences of Sir Anthony Eden's brief tenure of office; it may be that after him will come the deluge. It is part of his pose not to seem to care much either way.

The lean, sinewy neck pulsates; the tired, gray features wear a smile; the voice, soft and sibilant, emerges from the drooping mustache. A publisher? No. A civil servant? No. A gentleman of leisure? No. A prime minister.



**MOVING OUT,** aides place some of Lady Eden's belongings in car outside No. 10 Downing Street.



**MOVING IN,** a servant transfers household items into No. 10 from Macmillan's old home next door.







# A LOOK AT THE WORLD'S WEEK



## FIRST SHIP OUT OF SUEZ

Beneath the bullet-shattered windows of a Port Said lighthouse appeared tangible evidence that the Suez Canal would soon be operating again. The Norwegian tanker *Eli Knudsen*, one of 13 vessels that had been trapped by sunken shipping, headed slowly to sea. Engineers had cleared the upper waterway, estimated that the canal would probably be reopened in March.

## ARRESTED IN TEST CASE →

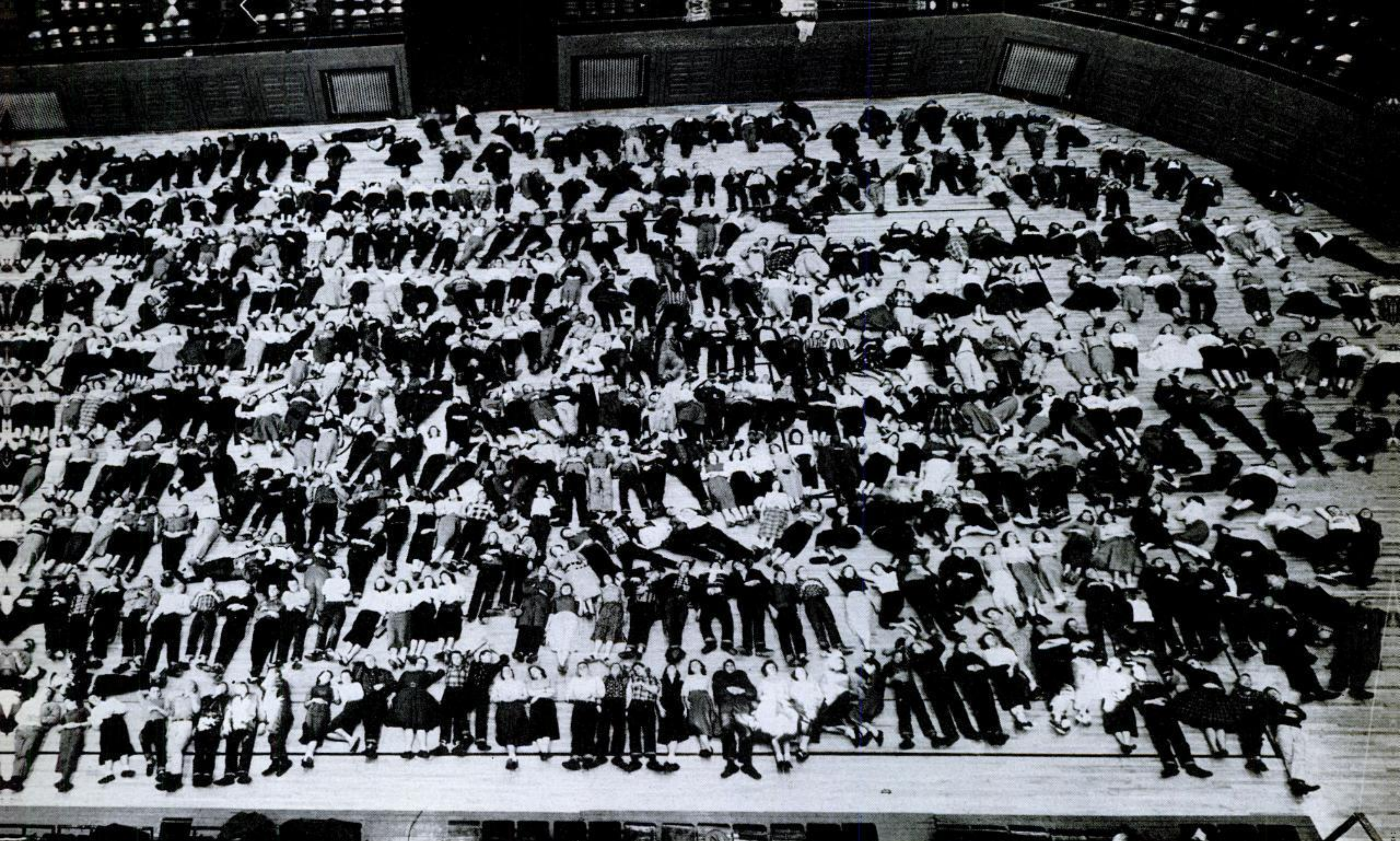
As the legal fight to break the grip of segregation shifted to Georgia, a group of Negro ministers found themselves in jail according to their own plan. Challenging a Georgia statute, they were arrested and imprisoned for riding in the front of an Atlanta bus. Later, they were released on \$1,000 bail apiece pending a court decision on the validity of the statute.



THE LIVE DEMONSTRATING TOLL  
OF HIGHWAY DEATHS IN KANSAS



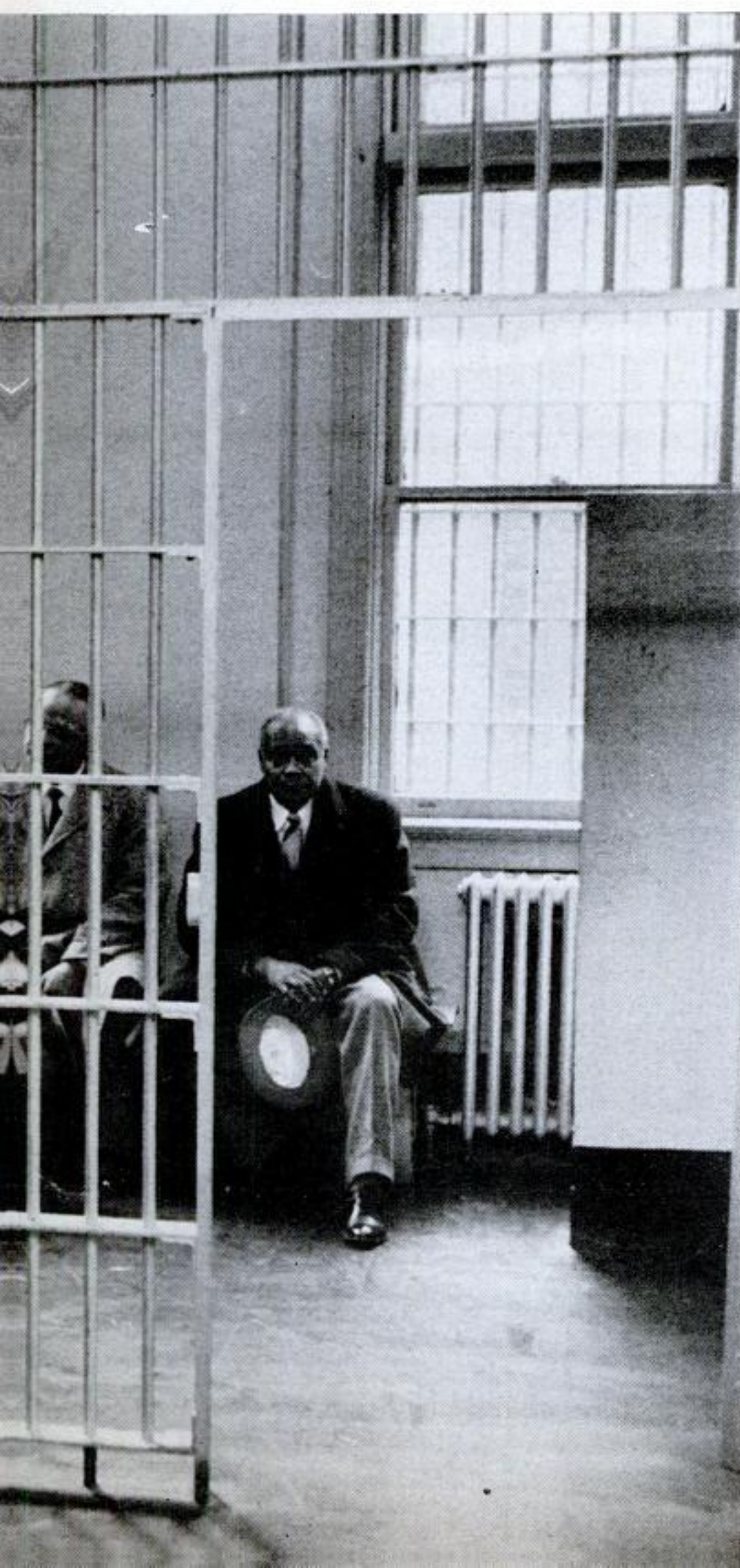




Stretched out in a pattern that matched the map of Kansas, men, women and children—on the floor of Wichita's Municipal Auditorium

—spelled out a shocking statistic. They represented the 680 people killed in Kansas in auto accidents during 1956. Their picture, with the

grim caption, "Bleeding Kansas—1956" has been prepared for display boards and posters through the state in a safety drive for 1957.



#### ONE TO BE RESCUED AND A PLATOON OF RESCUERS

New York police were faced with a difficult and delicate salvage operation when a 225-lb. man named Isidor Jonis toppled from a Hudson River dock. His huge frame wedged between

two pilings, Jonis was in the icy river for two hours before his moans were heard. He was too numbed to grab a line so two policemen finally jumped into the water and pried him out.





### THE SENATOR'S SURPRISE

In Washington Senator William Knowland, Republican leader of the Senate, delivered an announcement. He would not run for re-election in 1958 because he wanted to spend more time with his family in California. But politicians speculated that the senator might try for the California governorship in 1958, in preparation for a presidential campaign in 1960.

### STEPPING AWAY IN STYLE

While well-wishers looked on, Christian Herter took a solitary silk-hatted walk down the steps of the Massachusetts State House in Boston in the traditional ritual that marks the departure of a governor. Succeeded by Democrat Foster Furcolo, Herter left for a vacation before stepping into a big job—successor to Herbert Hoover Jr. as U.S. Under Secretary of State.



### A FAMILIAR FACE POPPING UP AGAIN

In Hollywood a familiar figure popped into the public eye. "Spanky" McFarland, now 28, sought employment in the show business journal *Daily Variety*. "Childhood (3 to 16) spent as leader of *Our Gang* comedies," he advertised, recalling the days when he was a chubby screen star. "Won't someone give me the opportunity to make my living in the business I love and know so well?" he said. "Have beanie, will travel."



### TENSE SITUATION ABOVE THE FALLS

Driven by nature and man into a hopeless predicament, a trio of frightened deer struggled against the swirling waters above Niagara Falls. Their food supply exhausted, they had swum almost a mile from Navy Island toward the Canadian shore. But spectators frightened the deer and they swam back out into the water. As the spectators watched in awe the helpless animals were caught by the current and swept over the falls.



People going places  
are going

Pontiac!



It's true . . . Pontiac has that wonderful something that appeals to people stepping out in this world! Part of it is Pontiac's styling—that sleek, fresh, follow-me flair. Part of it is handling—the trigger-quick obedience of Pontiac's sprightly wheels to new precision-touch controls. And certainly part of it is Pontiac's performance—the brisk and breezy action of a brand-new V-8 Strato-Streak engine! Of course, there's the idea, too, of teaming with a sure winner, a new car proved as no other in history in a *100,000-Mile Marathon Run!* It all adds up . . . Pontiac's the car for people going places. Come in and see for yourself. You'll make a great twosome . . . you and America's No. 1 Road Car!

SEE YOUR PONTIAC DEALER



PROVED BY 100,000 MILES OF RUGGED ROAD TESTS



*Here's the cook book you've been asking for!*



# Betty Crocker's Bisquick Cook Book

*Free at your grocer's*

*when you buy this special Bisquick box*

**You started it!** Your letters kept saying, "Why not doughnuts with Bisquick?" or "I made fritters!" But most of all they said, "Why don't you put out a Bisquick Cook Book?"

**Tested and tested.** So we developed ideas into recipes, and tested them in our kitchens. Then we sent them out to be tried in hundreds of homes (like yours) all across the country, just as we do all Betty Crocker recipes. Only the recipes that passed all these tests with flying colors got into our Bisquick Cook Book!

**A Menu-Maker.** The Bisquick Cook Book is arranged by mealtimes for your inspiration, sparkles with ideas for breakfast, supper, brunch, lunch, party snacks, and entertaining. 28 pages, indexed, gay with sketches, tempting with color photographs on covers.

**157 recipes and ideas.** Are you surprised at the wide variety of recipes? Don't be. Bisquick has in it the beginning of almost anything you choose to

bake. It also has a little magic. The shortening, pure and fresh, is *spun* into the flour and other ingredients. This you can't do at home. That's why you can do so many nice things with it, and why whatever you do with Bisquick you do *well*.

**Don't wait!** Your free copy of this remarkable little first edition is on the back of Bisquick boxes at your grocery store right now. Get yours quick, and see what wonders you perform . . . and with what a flourish!



Cherry-Raisin Coffee Cake  
PAGE 11



Biscuits  
PAGE 3



Shortcake  
PAGE 3



Fritters  
PAGE 7



Swedish Pancakes  
PAGE 10

All these and 142 more gay things for your gifted hands



The collage features a variety of recipes from the book. At the top left is a slice of almond cake. Next to it is a chocolate chip bread. Below these is a large apple pie. In the bottom left corner is a cherry pie. To the right of the apple pie is a banana fritter. At the bottom center is a tray of donuts. In the bottom right corner is a small plate of sugar buns. The central focus is the cover of the 'Betty Crocker's Bisquick Cook Book', which features a portrait of Betty Crocker and the title '157 Recipes and Ideas from Betty Crocker of General Mills'.

*Betty Crocker's*  
**Bisquick**  
**Cook Book**  
 157 Recipes and Ideas  
*from Betty Crocker*  
*of General Mills*

*ese Soufflé*  
 PAGE 9

**Sugar Buns**  
 PAGE 22

**Mrs. Vincent McNamara**  
**San Benito, Texas**

**Mrs. R. G. Denny**  
**Maple Plain, Minnesota**

**Mrs. George Weatherill**  
**Lafayette, California**

**Mrs. Robina Griffin**  
Oak Park, Illinois

NOW IN CANADA, TOO!



Brownie Nut Waffles  
PAGE 13



Hot Fudge Pudding



Banana Nut Bread  
PAGE 12

Baked Meat Sandwich

Doughnuts  
PAGE 10

Pizza Pie  
PAGE 14



Peach Pinwheels  
PAGE 8



Jam Twists  
PAGE 11





Maternity gown by Charles James. One of a series created for Mennen by noted designers.

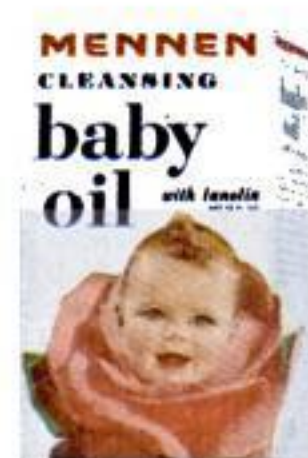
# To every Lady-in-Waiting

Your baby  
will be the most fortunate ever born

*Your* baby will be spared so much, because of the wonders of modern science. Indeed, *your* baby need never have diaper rash nor a rash of other common skin problems because of an important *modern* Mennen formula!

Today, this *one* lotion, Mennen Baby Magic, is used in hundreds of hospital nurseries! It, and Mennen Baby Powder and Baby Oil, are *modern* skin-care formulas for all the lucky infants born in 1957.

PREVENTS DIAPER RASH when used regularly. Baby Magic heals diaper rash, too! Checks chafing. Giant size, \$1. Squeeze bottle, 60¢. ANTI-CHAFING POWDER! It's a special anti-chafing formula that actually resists moisture. It clings longer, too! 30¢, 55¢.



BABY-CLEANSING OIL! Bathe baby with it daily until navel heals. Use regularly to cleanse diaper area without harsh rubbing. 50¢, \$1.

ALL PRICES TAX FREE

for  
babies  
it's



# Mennen



# Memo to the President

## Subject: Drought



JAMES UTT AND DAUGHTER TESSA MAE GLUMLY REGARD RANGE NEAR PUEBLO, COLO. THAT ONCE FED 1,100 CATTLE. HE CUT HERD TO 100, TOOK A SCHOOL JOB

## ADDITIONAL EXAMPLES OF THE HUMAN PROBLEM

President Eisenhower this week fulfilled his campaign pledge to study firsthand the disaster wrought by one of the most devastating droughts in U.S. history. The stricken area is a huge one, covering 14 states (*see map, next page*), and the President's trip was limited to three days. To fill out what he could see, *LIFE* here presents a photographic memorandum on some forlorn people in a forlorn land.

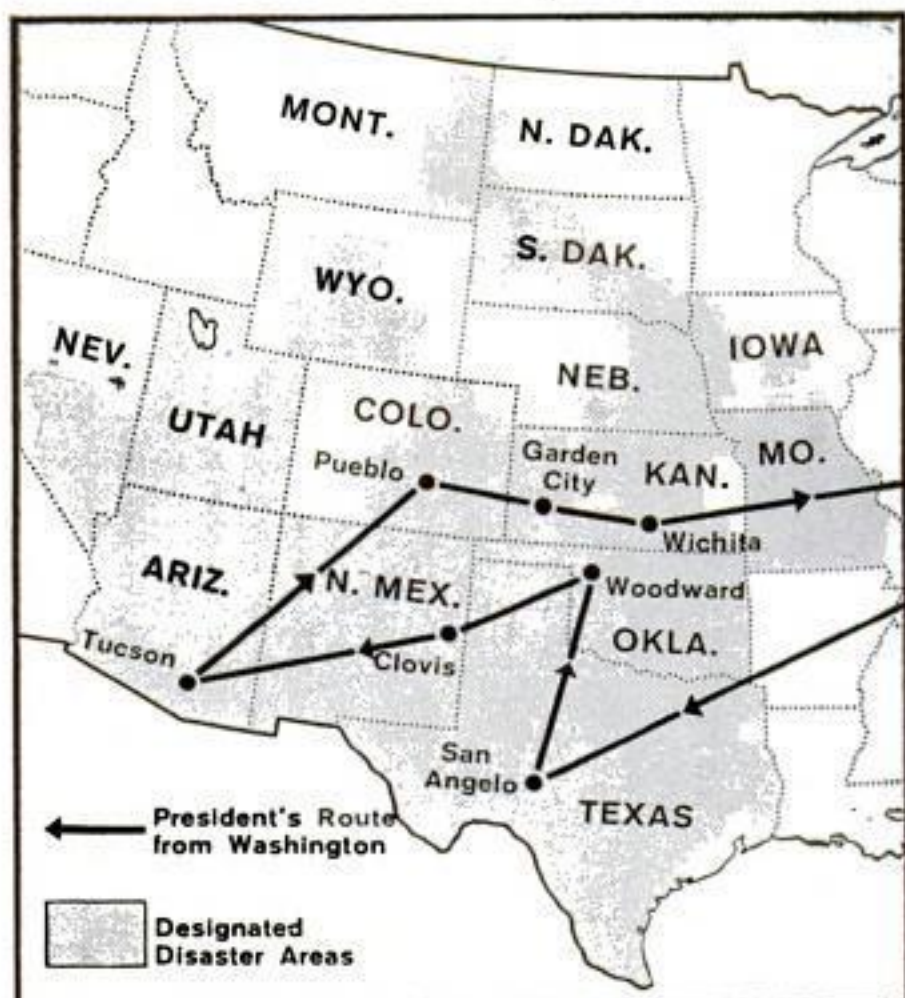
The drought has afflicted in varying degrees

a seared half-million square miles. It is more severe in many places than the Dust Bowl drought of the 1930s. In some areas on the President's itinerary the new "great dry" has been in progress for a full decade. In Kansas—a fair example—the average rainfall since 1952 has been less than half of normal.

Amid a booming national economy the damaged regions are a paradox of pessimism. The specter of ruin looms before farmers, dairymen

and ranchers in the 750 disaster-area counties. Thanks to the general prosperity, thousands have been able to stave off bankruptcy by taking jobs in nearby towns and industries. But many have tried to stand their ground, exhausting their credit to buy feed, dig new wells, haul water and buy food. As the President studied ways of expanding and expediting federal aid to the region, the plights of the people shown on these pages show the extent of their need.





DISASTER REGIONS AND THE PRESIDENT'S ROUTE

## THE HARD STRUGGLES OF MEN AND ANIMALS

In the vast drought area, the human problems were shared by young and old who found themselves uprooted and found new burdens added to their already hard life. Thousands of families, swallowing their pride, have accepted the relief rations that the federal government was providing. Unable to buy enough stock feed, some ranchers had to resort to the almost inedible cactus—which itself in many places was being killed by drought. They realized with despair that even if good rains came they would face the formidable job of reseeded grazing lands where grass has died down to the roots.



**SHRUNKEN STUDENT BODY** demonstrates population decline since 1951 in Rosedale rural school

district in Curry County, N. Mex. The empty chairs represent the 100 children whose families have been



**MOVING TO TOWN** after nine years on a farm, Ed Hughes and wife unload at house in Supply, Okla.



**BURNING CACTUS** to remove needles and make it edible for the cattle is an added chore for Mrs. Leslie

Wink in Coke County, Texas. Cattle are eating the plants she has already treated with her butane torch.





forced to move. There are now 77 pupils in the 12 grades and faculty has been reduced from 11 to six.



**SURVEYING SAND** over his farm in Curry County, N. Mex., Mark Draper takes disconsolate walk.

For 30 years before 1949, area had no crop failure. In the last two years Draper has harvested nothing.



**HUNGRY SHEEP** nibble brush on a ranch leased by Gerald Hartgraves in Schleicher County, Texas, as

his cattle wander through the woods in background. Normally this ground is covered with buffalo grass.



**SELLING JACK RABBITS** to supplement farm income, Ed Lampe (left) of Syracuse, Kan. gets \$44.



Drought CONTINUED

## TAKING ON ANYTHING TO EKE OUT A LIVING



**LAW SECRETARY** to judge in Paint Creek, Texas while her husband works as feed salesman, Mrs. Larry Johnson helps meet expenses on their farm.



**COMMUNITY PROMOTER**, Mrs. Harvey Baker of Woodward, Okla., works for chamber of commerce chief, Marsh Woodruff, while husband runs farm.



**FACTORY WORKER**, Mrs. George Berry, helps Taloga, Okla. farm by commuting 200 miles to job in Woodward with company that makes blue jeans.



**MEASURING ACREAGE** for the federal soil bank program with an iron wheel that makes a complete turn every half-rod, Grady Grissom works eight hours

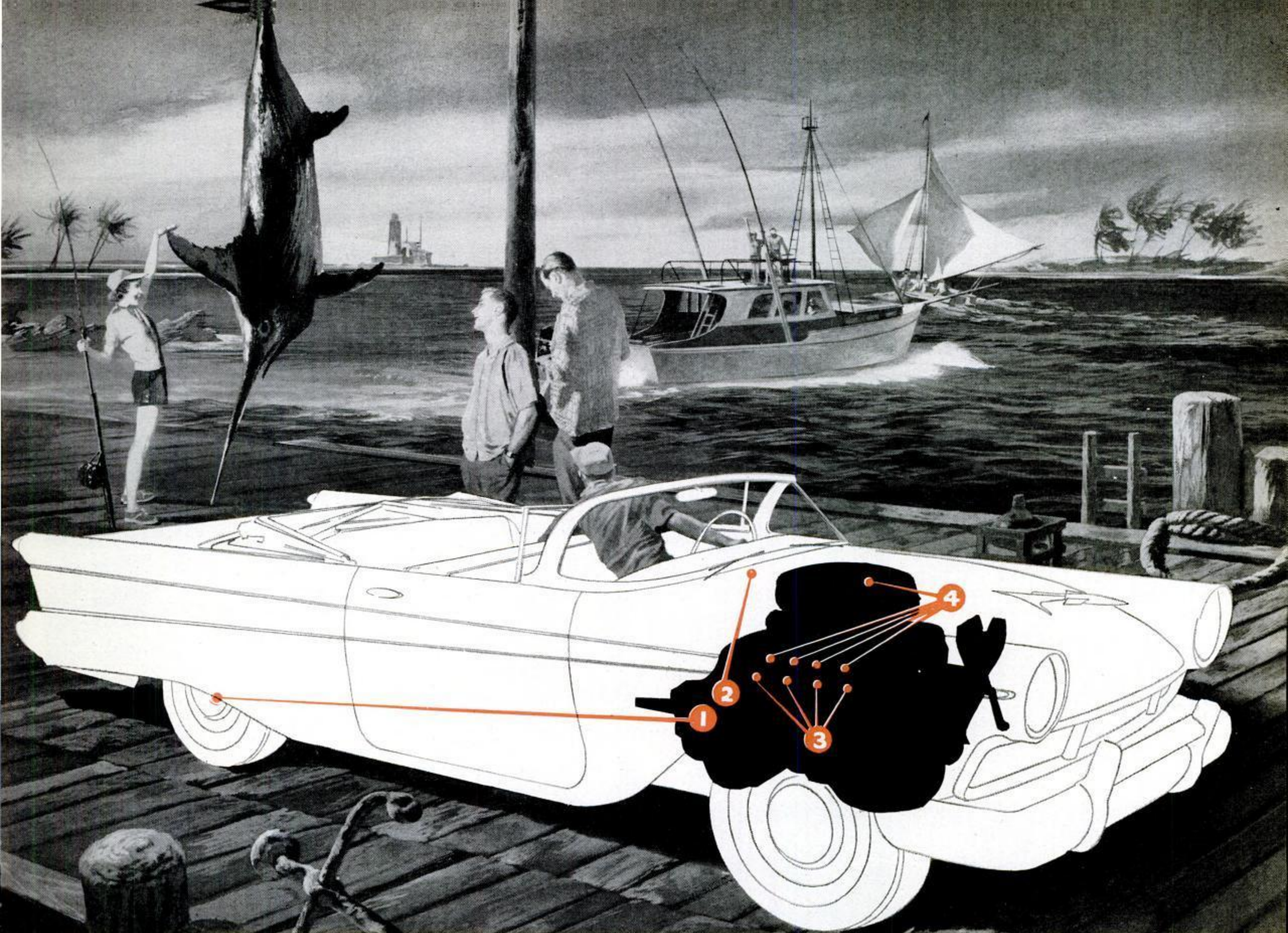
a day, six days a week, to try to hold onto his 160-acre wheat farm in Woodward County, Okla. Department of Agriculture pays him \$1.25 an hour.



**AIRCRAFT WORKER**, Corlin Cook, feeds the pigs hurriedly in round of before-daybreak chores as he prepares to depart for job at Boeing plant in nearby

Haven, Kans. where he works as a tool dispenser. He got no wheat crop last year on his 80-acre farm, is in debt, has cut his dairy herd from 100 to eight.



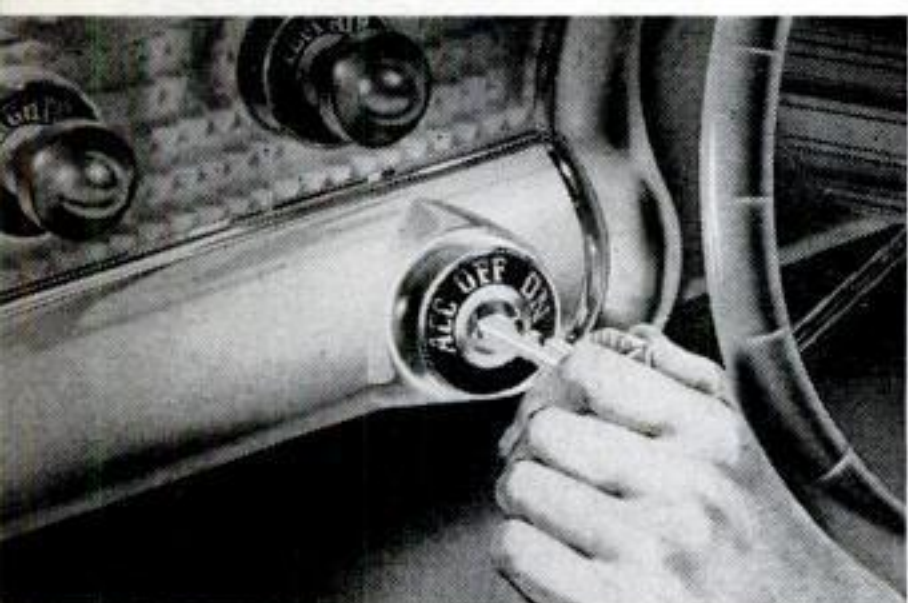


**1 More road horsepower**—If your car's spark plugs haven't been changed recently, new 5-rib Champions can give you an *immediate* increase in road horsepower—the actual power delivered at your

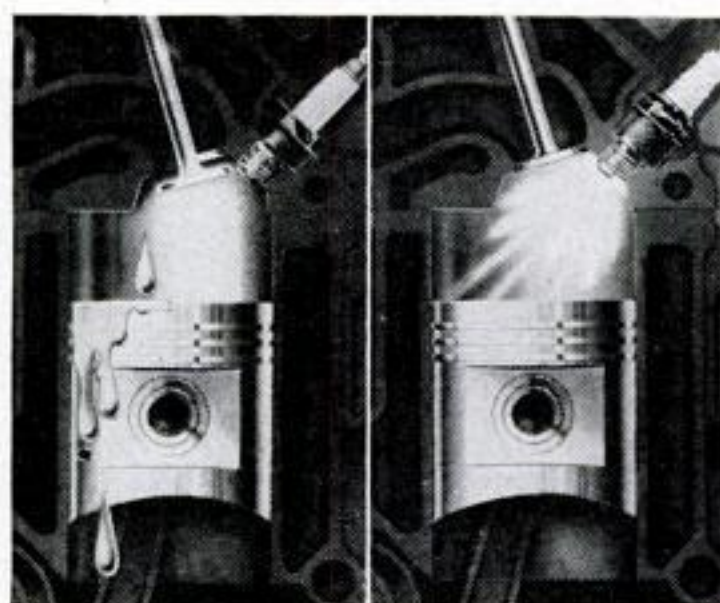
rear wheels. Independent tests prove most cars get an increase of 6% to 31%—for better hill climb and *safer passing!* No wonder 9 out of 10 racing drivers—men who really know cars—insist on Champions!

If you haven't changed your plugs in about 10,000 miles—

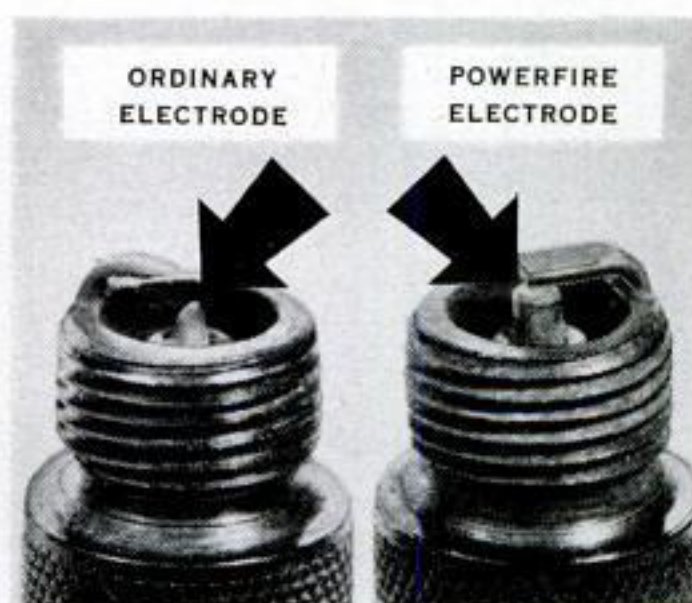
## You can make your car 4 ways newer with Champion spark plugs!



**2 Quicker starts**—New 5-rib Champions cut starting time 39% on the average in tests with cars whose regular plugs had gone 10,000 miles or so. New Champion spark plugs will give *you* quicker starts . . . save wear and tear on your battery.



**3 Less engine wear**—When old plugs misfire (left), raw gasoline drains into the crankcase . . . dilutes engine oil. New full-firing Champion spark plugs (right) will protect your oil from dilution . . . help you avoid costly engine repairs.



**4 Lower cost-per-mile**—Great new Champion Powerfire electrode stands up better than ordinary types under identical use . . . gives top power and gasoline economy for life of plug. Always insist on 5-rib Champion spark plugs!



**CHAMPION**

LOOK FOR THE 5 RIBS





**DUST AND DESPONDENCY** are the lot of Edward Davis (*right*) and 13-year-old son Douglas as they wander with their dogs over their powder-dry Colorado

farm near Pueblo. Davis leased the place in 1954 to grow wheat and sorghum, has not yet harvested a crop. He announces at rodeos to try to make ends meet



**MILDNESS  
MAKES  
THE  
DIFFERENCE**



You don't smoke a *single* cigarette—you smoke *packs*, day after day. And *every* day, *Tareyton mildness makes a wonderful difference in your smoking enjoyment!* Because Tareytons are *mild*, your taste stays fresh, clean, wide-awake. You get the flavor, the satisfaction you want. You get a filter that really filters. You *enjoy* Tareytons more. Try them—you'll see. At popular filter price everywhere.

filter tip **TAREYTON**

BY THE MAKERS OF HERBERT TAREYTON — FAMOUS FOR QUALITY, DELIGHTFULLY MILD, KING SIZE, CORK TIP.

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# THE MIDEAST: LET'S GET STARTED

Two years ago President Eisenhower asked Congress for its advance backing in case he should have to use force to defend Formosa against Communist aggression. He got a joint resolution to this effect almost instantly and almost unanimously. He has now asked the 85th Congress to give him similar backing for the defense of the Middle East. He will get it neither quickly nor unanimously, and only after more of the Congressional nattering, nitpicking and posturing so painfully on view last week. Why this difference?

One can understand why Democrats, their memories of the late peace-and-prosperity campaign still green, should show partisan resentment of the Republican fanfare for an "Eisenhower Doctrine," plugging a gap they have been pointing to for months. And one can understand, without sympathy, the wholesale hostility of the Little Americans, on whose behalf the *Chicago Tribune* calls the President's plan a "goofy design for foreign meddling." But what is not easy to understand is the reasoning of opponents who pretend to sympathize with the President's aims.

Dean Acheson, for example. While fearing the resolution may take us too near the "brink of war" (the brink his more timorous policies took us over in Korea), he also criticizes it for not spelling out policies for settling the Suez mess and the Arab-Israeli conflict. This criticism misses the whole point of the proposal. As the President clearly stated, it does not "represent the totality of our policies for the area." The canal, the 1956 war and a dozen other specific troubles in this troubled region are already the subject of negotiations in which the U.S. is playing a part, both inside the U.N. and outside it. What the President's program would do is to give us a firmer *general* position in the Middle East, and therefore more influence and bargaining power in these negotiations. It is aimed to cure, not specific symptoms, but the *general* political sickness from which most of the area's specific symptoms arose.

This sickness is usually described by the phrase "power vacuum." The phrase is somewhat unjust to the Arabs, Turks, Iranians *et al.* who live and breathe in this vacuum. It nevertheless truly records the facts that the British were largely responsible for such political order, peace and progress as the area has known in modern times; that the British are no longer able (and were becoming unable even before Suez) to fill this role; and that without a substitute for British influence, the further development of Arab nationalism will lose its contact with Western civilization. Lacking that contact, the crossroads of the Eastern Hemisphere will sooner or later become either a battlefield or a Communist dependency.

The reasons why this would be bad for America and for freedom were spelled out in the President's message on the resolution; those who misunderstood them can have little gift for forward thinking of any kind. The basic fact is that the Middle East must (in the President's words) "continue its geographic role of uniting rather than separating East and West"; and that to do this it needs a measure of the political stability which only the concerned immanence of a great power can give it.

This is true whether the Middle Easterners think so or not. Many of them do not. The Syrian government has already stated that it sees its only danger in European or Israeli imperialism, relying on its Moslem faith to protect it from Communism. This attitude adds to the delicacy of the American task, but does not diminish our responsibility. By offering our military and economic support only to those nations that desire it, the President's plan is both democratic and salable. At the same time it correctly informs the Middle Eastern nations where their real danger lies, and gives them a real chance to avoid it. Above all, it is a step toward the establishment of American influence and responsibility in the Middle East. Doubtless the step is overdue, as some Democrats claim; but that makes it more urgent, not less.

The Senate can make a lot of interesting work for itself by trying to provide verbally against all the possible consequences of this new American involvement. But it can't foresee them all; neither can the State Department or anybody else. The resolution as written puts us in the best position to manage these unforeseeable consequences, to influence coming developments in the Near East more responsibly than we can now. Among these developments will be the terms of an Arab-Israeli agreement, the rules of the canal, the rate of economic progress, and the degree of tolerance (if any) for Communism and Communist arms. The Middle East is a big diplomatic order, and it would be foolish to delimit too narrowly the ways we expect to deal with it in advance.

It may be that U.S. diplomacy will be no more successful than was the British in the Middle East. Even so, as the *London Economist* says of the President's plan, "it remains right and necessary, as it is welcome, for the United States to make the attempt; no one else can." The challenge is so clear in general terms that one wonders how these nattering Congressmen can so misread it. Or are they pretending to, in order to conceal the one thing their constituents would neither understand nor forgive: cold feet?

## A SCOTSMAN TO THE RESCUE

Of Britain's new prime minister, Harold Macmillan (*see pp. 18-25*), we note with pleasure his American background and connections, but with even more his Scottish. As has happened before in British history, Scottishness may be the salvation of Great Britain in its present pass, and hence of the Anglo-American alliance in its present pass.

Britain is riven these days by a half-spoken but deadly serious debate, of which the recent wave of anti-Americanism is mainly a reflection. The question is this: now that the Suez failure has proven that Britain can no longer go it alone, and is dependent on the Atlantic alliance, should she settle for becoming a "little England," a small happy nation like Holland or Sweden? Or should she keep an option on a greater future, one worthy of her past?

For many reasons, including the overall strength of the

alliance, we hope the British keep the option. We even dare suggest a way. If there could be a single diagnosis for the ills of a whole nation, it would be found somewhere in Churchill's charge that Britain has too long been "melting down the treasures of the past." And the corresponding prescription would be the stark advice that W. G. Sumner gave Yale seniors half a century ago: "Gentlemen, get capital."

That is advice few Scotsmen (and fewer Macmillans) ever needed. Scotland is perhaps the world's premier example of how a few people can parlay niggardly natural resources into worldwide influence. When Britons correctly count "the British national character" as one of their great national assets, its Scottish ingredient is an important part of what they mean. We congratulate the new prime minister not only on his job but on his ancestry—and Britain on the combination.



MOST POPULAR "CHERRY" ICE CREAM EVER!

# CHERRY NUGGET

*Sealtest*  
TRADE MARK  
**ICE CREAM**

A masterpiece! The all-time favorite! One taste tells why! And only Sealtest brings you this exciting creation.

more people  
enjoy *Sealtest*  
than any other  
ice cream

Sealtest is a trade mark of National Dairy Products Corporation and identifies products of the Corporation and its divisions. It is the sign of the best in ice cream, milk and other foods—and it's your assurance of purity, quality and delicious flavor.



SETTING THE PACE ON THE AMERICAN ROAD





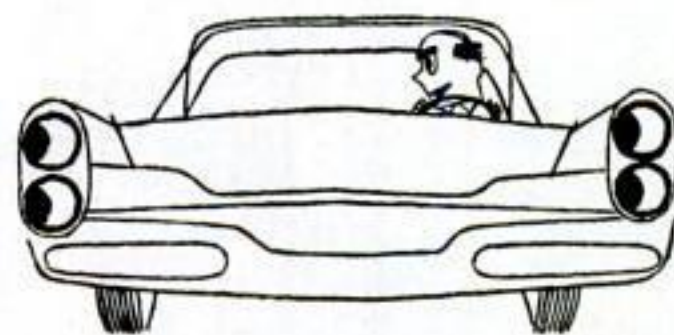


# Ever-growing Value in the Ford Family of Fine Cars

- More beauty for your money
- Handsome payoff in performance
- Dollar advantages at trade-in

The towers of steel keep rising at the Ford Motor Company. We're growing because we're the young-minded ones in the business. We know that we must keep building—not just new plants with new people, but also a new kind of value for you. Despite our 54 years, we're young-minded enough to know that giving you more and more value is the only way to get you into our new Fords, Thunderbirds, Mercurys, Lincolns, and even Continentals.

**YOU CAN SEE THE VALUE.** No need to waste too many words on beauty; your own eyes can tell you a great deal just by looking at the cars

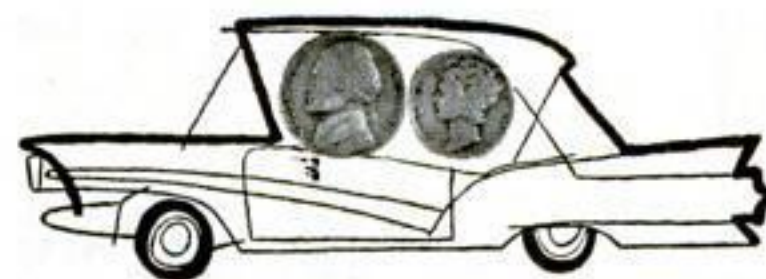


at the left. Our stylists have come up with a Ford that is the first car in the low-priced field to depart from the low-priced look. Mercury's design comes straight from a dream car—and it's the biggest Big M yet. Lincoln has a lithe look not shared by any other fine car. Throughout the entire line, you see style that is not only setting the pace—it is also influencing the design of others. In a year or two you'll see the 1957 Family lines reflected elsewhere, just as many current cars

mirror our Family look of a few years ago.

**YOU CAN FEEL THE VALUE.** This fresh young Ford Family viewpoint pays off handsomely in performance. You've never had such a wide choice of push-button comforts; among the new ones are seats that "remember," power side vent windows, push-button lubrication.

But the big, solid value grows out of the solid engineering throughout the line. Chassis have been lowered for a road-hugging ride and look—yet there's more room inside for heads, as



well as hips, knees, legs. Our young-minded engineering was also first to bring you ball-joint front suspension; others are just now getting the idea.

And look at the 1957 results of Ford Motor Company's pioneering in safety. Wherever you look in our Family, you'll find a new kind of value in protection: steering wheels, door latches, front-hinged hoods, optional padded panels and visors, seat belts—all these, and more, engineered for safety.

**YOU CAN PROVE THE VALUE.** The payoff in value comes at trade-in time. When this arrives for your Ford, Thunderbird, Mercury, Lincoln or Continental, get set for a pleasant surprise. For it stands to reason that a car which is ahead of its time—in looks and in performance—should command more at trade-in, when other cars are just beginning to catch up. This, you see, is the end result of young-mindedness, of being ahead.

So if you want to wing ahead—and if you want to be away out front in dollars, too—we suggest that you head like a homing pigeon for your nearest Ford, Thunderbird, Mercury, Lincoln or Continental dealer. He's ready to demonstrate the car—and the value.

**FORD MOTOR COMPANY**  
THE AMERICAN ROAD, DEARBORN, MICH.

FORD • THUNDERBIRD • MERCURY • LINCOLN • CONTINENTAL

Background: The new Lincoln assembly plant, Novi Township, Michigan, where the finest of the fine cars will be built.



# WINSTON is always good company !



## Enjoy a finer filter cigarette !

The moment you touch a match to your first Winston, you'll know why it's so popular! Here's real flavor, rich and full. And here's a real filter, too—a filter that does its job so well the flavor really comes through to you. Enjoy finer filter smoking. Switch to Winston.

R. J. REYNOLDS TOBACCO CO., WINSTON-SALEM, N. C.

## Switch to **WINSTON** America's best-selling, best-tasting filter cigarette!



# Spokesman of America to World

**I** DIDN'T discover the New Republicanism," says Arthur Larson, who coined the phrase. "I just came along after the fact and described what the Administration had already accomplished." Mr. Larson was referring to his book, *A Republican Looks at His Party*, which helped earn him the reputation as Eisenhower's chief intellectual spokesman during the campaign. Last month Mr. Larson took a big step up, moving from Under Secretary of Labor to director of the U.S. Information Agency, which runs Voice of America. There he sheds his role as unofficial interpreter of his party to Americans and becomes official interpreter of his country to the rest of the world.

As a boy in Sioux Falls, South Dakota, Arthur Larson was interested in music and debating. He still loves music—as LIFE found on visiting him in Washington. Debating led indirectly to his law career and directly to his marriage. In 1927 his school team was debating one from Madison High. ("I even remember the topic: Should the Philippines have their independence in 20 years? We won.") His opponent was Florence Newcomb, whom he looked up after the debate and, on completing a Rhodes scholarship at Oxford, married.

Mr. Larson, who was born on July 4, 1910 ("It ruined a perfectly good outing"), has worked out one fundamental for Voice of America and USIA. "Our job is telling the truth, which is the one overwhelming advantage we have over the Communists. There is an intrinsic power in truth which will always give it the victory over falsehood—if only it is heard."

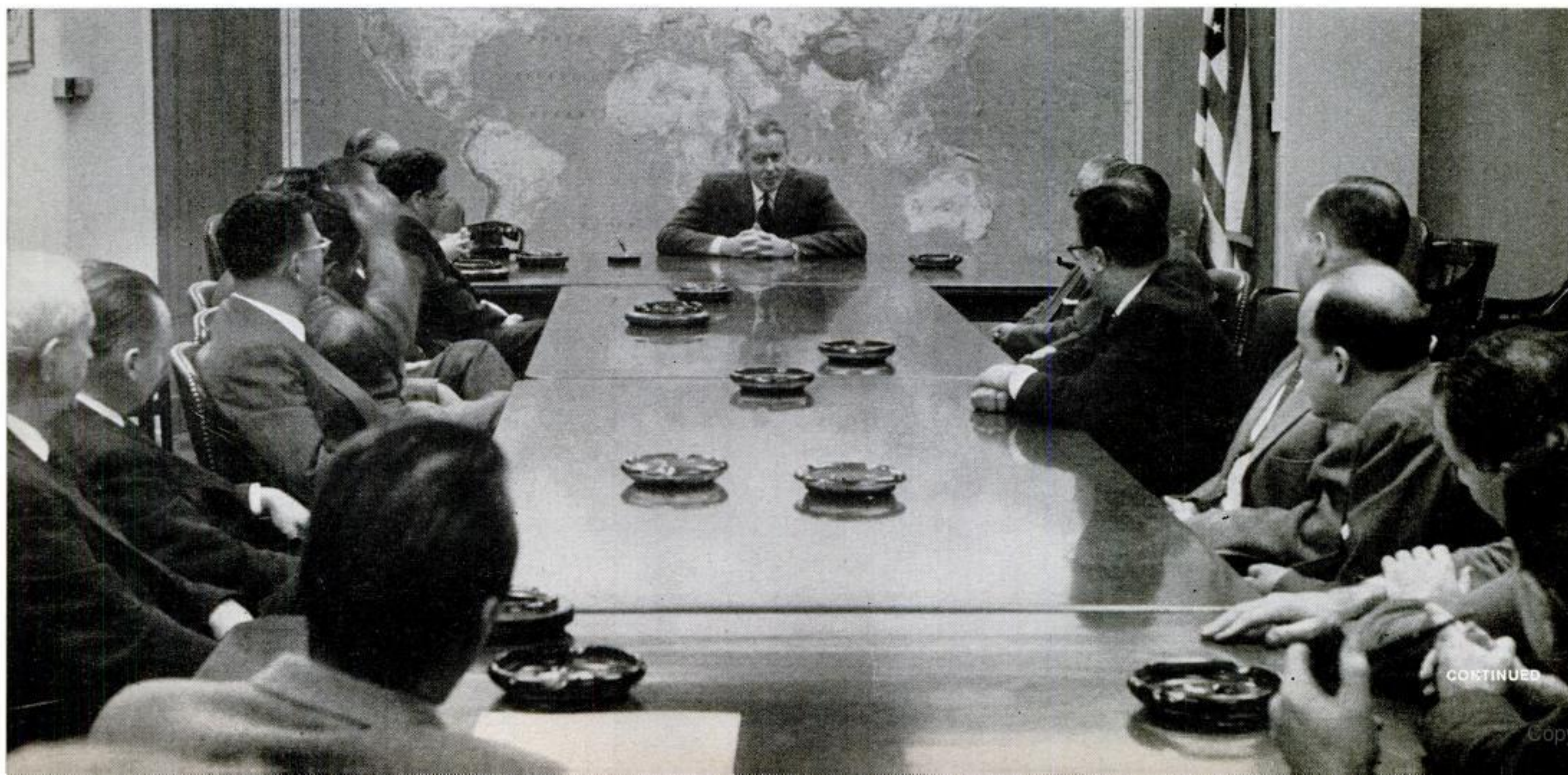


At home, Larson sings folk songs and strums his guitar, which he has played since he was 14.

*"Since I read and write all day I turn to the guitar at night and sit back and cut loose—plaintive or uproarious, a tune for every mood."*

In USIA boardroom (below) he outlines to his senior staff his program for American propaganda.

*"Our best bulwark against the spread of Communism is to build up the sturdiness and pride of the young emerging countries of the world."*



CONTINUED





LARSON composes piece for organ and choir. He wrote music for his own wedding.

*"Organ music is a stern kind of enjoyment. If you think the world is going crazy start playing and it restores your faith."*



AT a Sunday night musicale the Larsons are joined by friends for 17th Century music on harpsichord, recorders, violin.

*"Wherever I've lived I've tried to get together a group who like ancient music. These are home instruments. It's a revival of the days when you played music for yourself and not for other people."*

DAUGHTER Anna, 16, strikes an attitude. She has studied at Sadler's Wells school, plans to become professional.

*"When she was 4 we took her to the Ballet Russe and she came home and reproduced part of it. Once in a while I make a suggestion but I'm only pretending. She's gone far beyond me in the knowledge of ballet."*



LARSONS, now in top-echelon Washington, prepare to leave their house for dinner at the home of CIA Director Allan Dulles.

*"I don't care for the big cocktail parties. They're bedlam. But I like the small dinners because, after all, you get a chance there to talk to some of the most interesting people on earth."*

CONTINUED





● **Hamburger Snacks**—Combine in saucepan 2 tbs. Heinz Ketchup, 1 tbs. Heinz Vinegar, 2 tbs. Heinz Worcestershire Sauce, 1 tbs. Heinz Savory Sauce, ¼ cup butter, 1 tbs. sugar, 1 clove garlic, minced, few drops Tabasco sauce. Simmer 5 min., stirring occasionally. Split 6 round buns in half, toasting cut sides in broiler. Spread toasted sides with 1 lb. ground beef. Brush meat with sauce and broil, brushing occasionally with sauce. (Makes 12 sandwiches)

## Presto! Change plain dishes into Fancy Dans

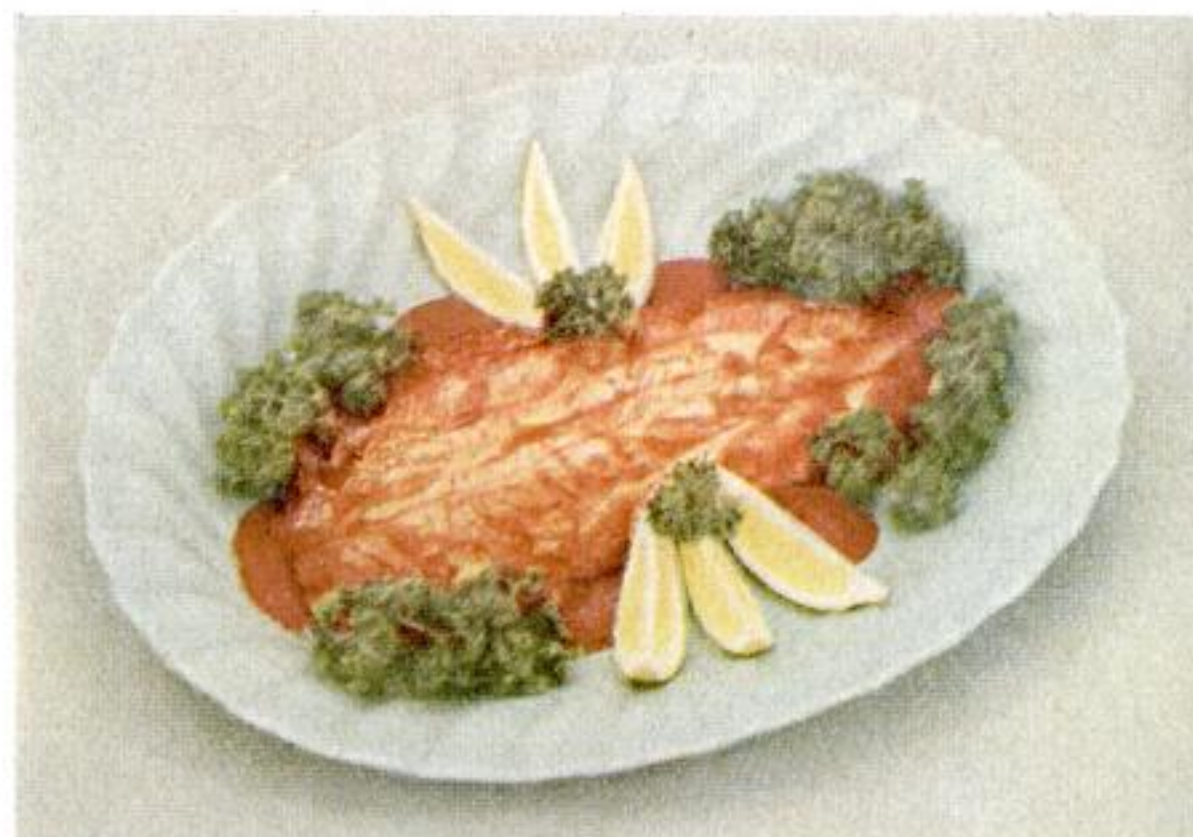
You can add  
a world of flavor  
to everyday dishes  
when you cook  
with Heinz Ketchup

**COOK WITH HEINZ KETCHUP** and see how easily commonplace dishes are transformed into exciting new taste treats. The "red magic" of better-tasting Heinz Ketchup adds the blended goodness of sun-mellowed Heinz pedigreed tomatoes, Heinz own vinegar and precious selected spices to your cooking. And Heinz Ketchup is so rich and thick it *goes much further*. Let Heinz Ketchup spark foods at the table, too. And remember, no other ketchup tastes like Heinz!



● **Chicken Legs Piquant**—Sauté 6 whole chicken legs in 2 tbs. butter. Place in greased 2 qt. casserole. Combine 1 cup chopped celery, 1 cup chopped onions, 1 bottle Heinz Ketchup, 2 tbs. Heinz Apple Cider Vinegar, 1 tbs. Heinz Prepared Mustard, 1 tbs. Heinz Worcestershire Sauce, 1 cup water, 1 tsp. salt, ½ tsp. pepper. Simmer 10 min. Pour over chicken. Cover; bake at 375°F. 1 hr. Uncover; bake 30 min., basting occasionally. (Makes 4 servings)

● **Broiled Fish Fillet**—Combine 2 tbs. melted butter, 2 tbs. Heinz Vinegar, 2 tbs. Heinz Ketchup, 1 tbs. Heinz Worcestershire Sauce. Place fish fillet (1 lb.) on broiler. Brush frequently with sauce. Broil 8 to 10 min. per side. (Makes 4 servings)

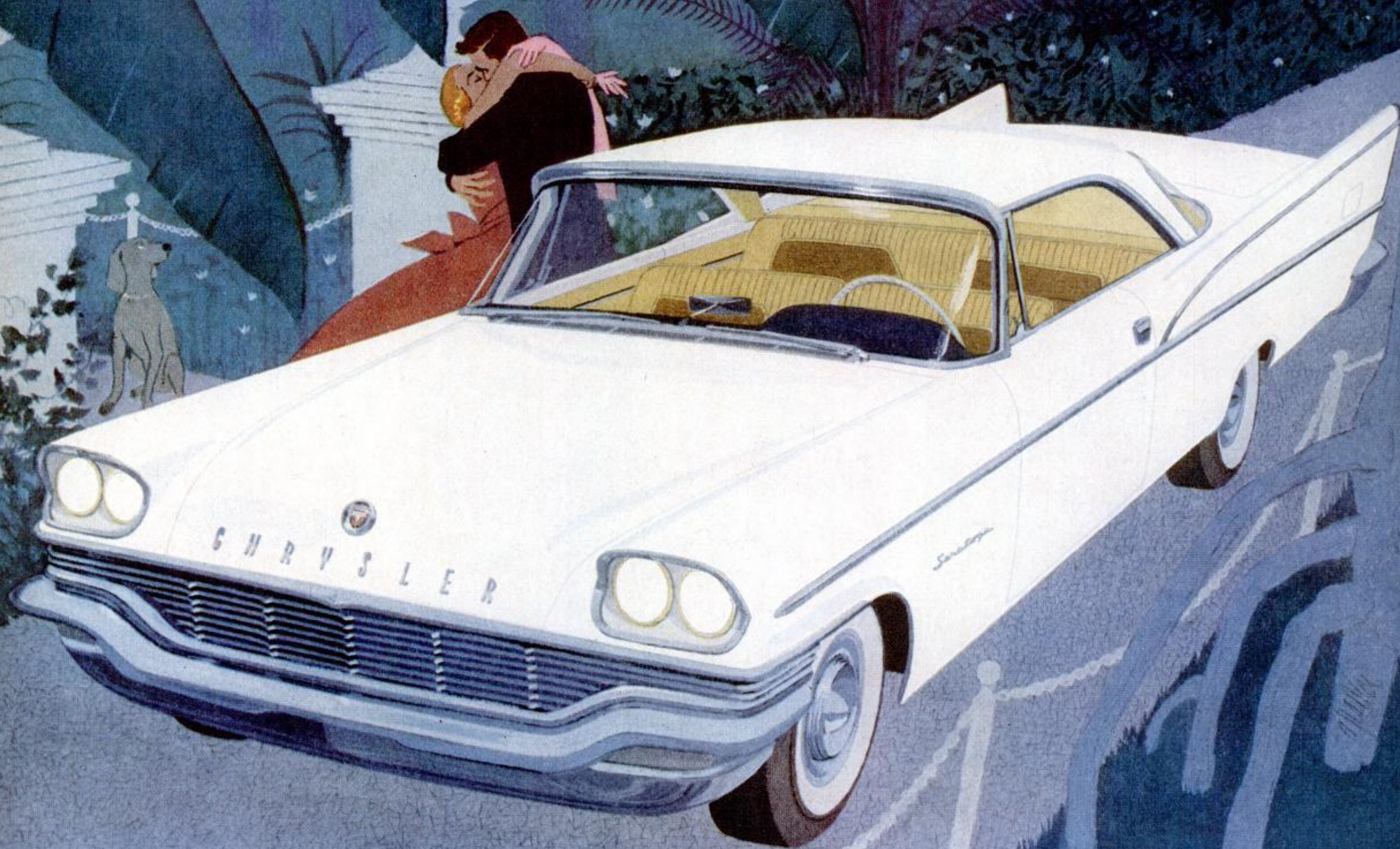


WATCH HEINZ "STUDIO 57" AND "CAPTAIN GALLANT OF THE FOREIGN LEGION" EVERY WEEK ON TV



# THE MIGHTY CHRYSLER

Most glamorous car in a generation



**Suddenly—you forget all others! . . .** One date with the 1957 Chrysler—and all other cars are forgotten. That goes for men and women. ● It goes to your head like champagne. Park this long, clean sweep of a car alongside either of its two major competitors and see if it doesn't look like it came from a more advanced planet. ● Compare the rides. Improved as they are, competitive cars still lurch when you start, lunge when you stop, lean when you take curves. With Chrysler the era of lurch, lunge and lean is over. Torsion-Aire suspension gives travel an entirely new "feel." ● Wheels ride the road, but *you don't*. Make a date with your Chrysler Dealer to take the exciting new Torsion-Aire ride now.

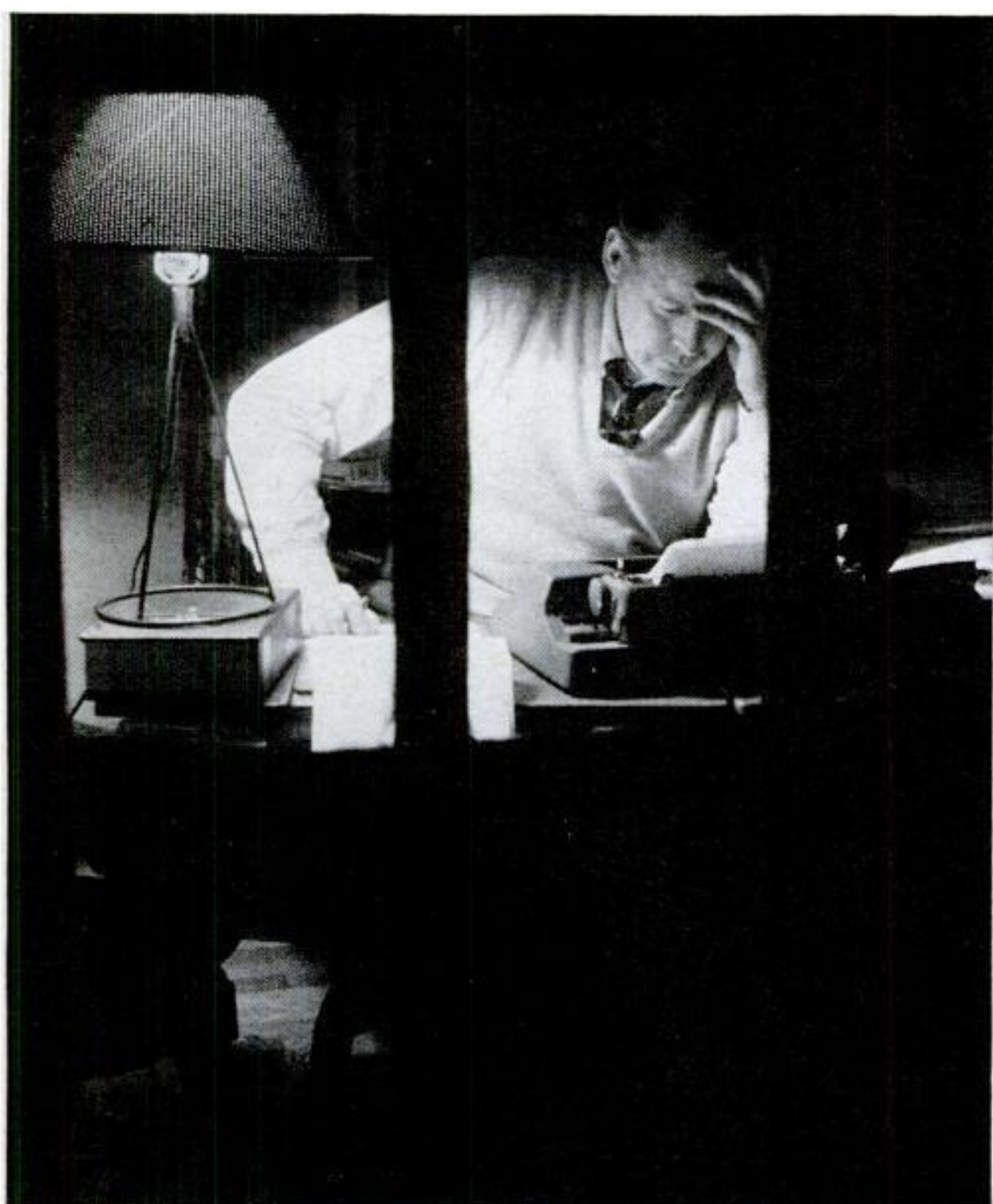


## Work at the 'Voice,' hideaway at home



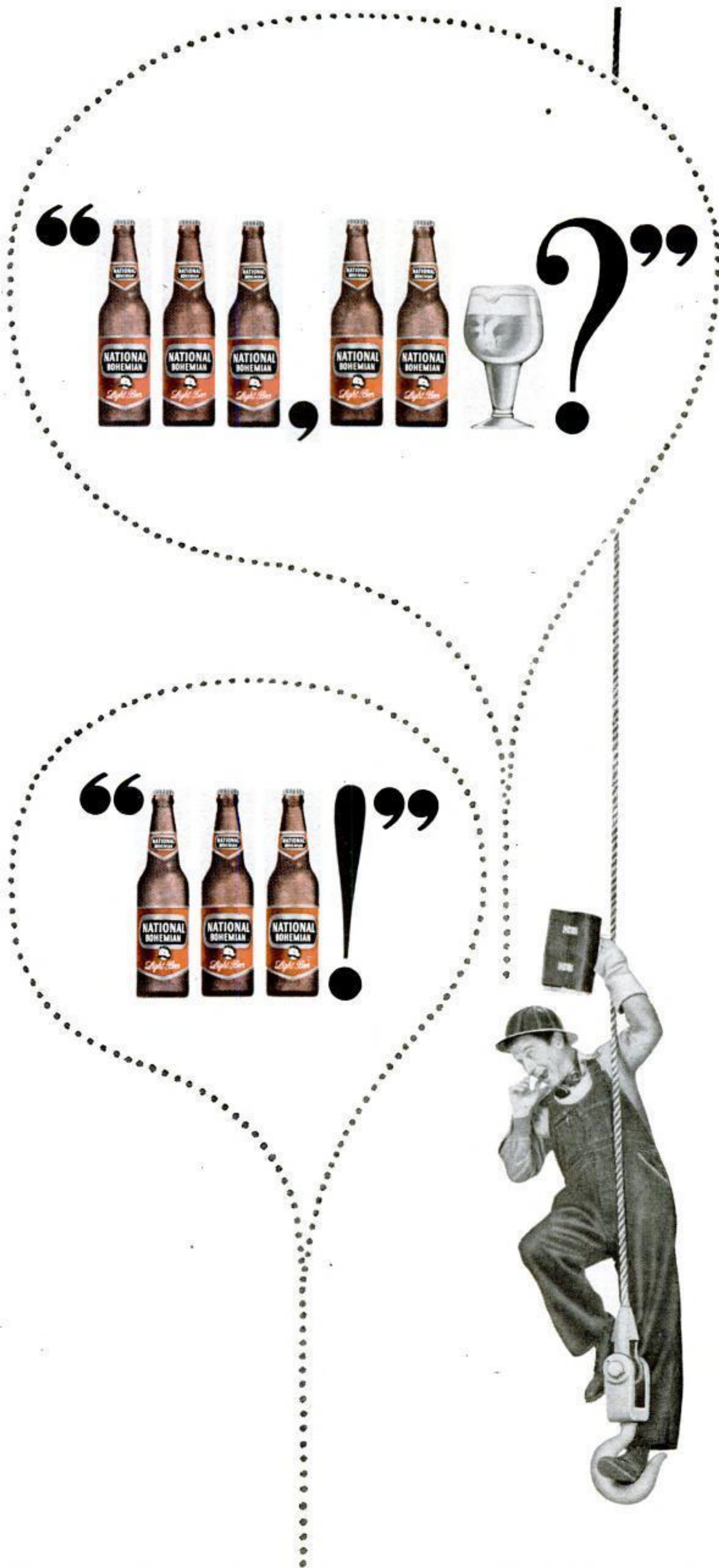
At "Voice" studios on Pennsylvania Avenue, Arthur Larson listens outside the control window of record-cutting room.

*"It's a thrill to stand here and realize that some people right now are huddled around a radio in Uzbek listening to a program that was just cut here. If we have something the world wants to hear we can pour on everything and reach half the population—a billion people—in 24 hours."*



On week nights Larson habitually retires to his second-floor study for writing—in this case a speech about U.S.I.A.

*"I'm saying I don't believe we should boast about our skyscrapers and bathtubs. We aren't going to win friends by making people envy us. But if we can tell them something about us that will help them, then we are doing the job. If I've got any one strong feeling about this program, that's it."*



When you're headin' for home there's nothing so satisfying as the satisfying flavor of National Bohemian. Oh boy, what a beer!

**NATIONAL BOHEMIAN BEER**

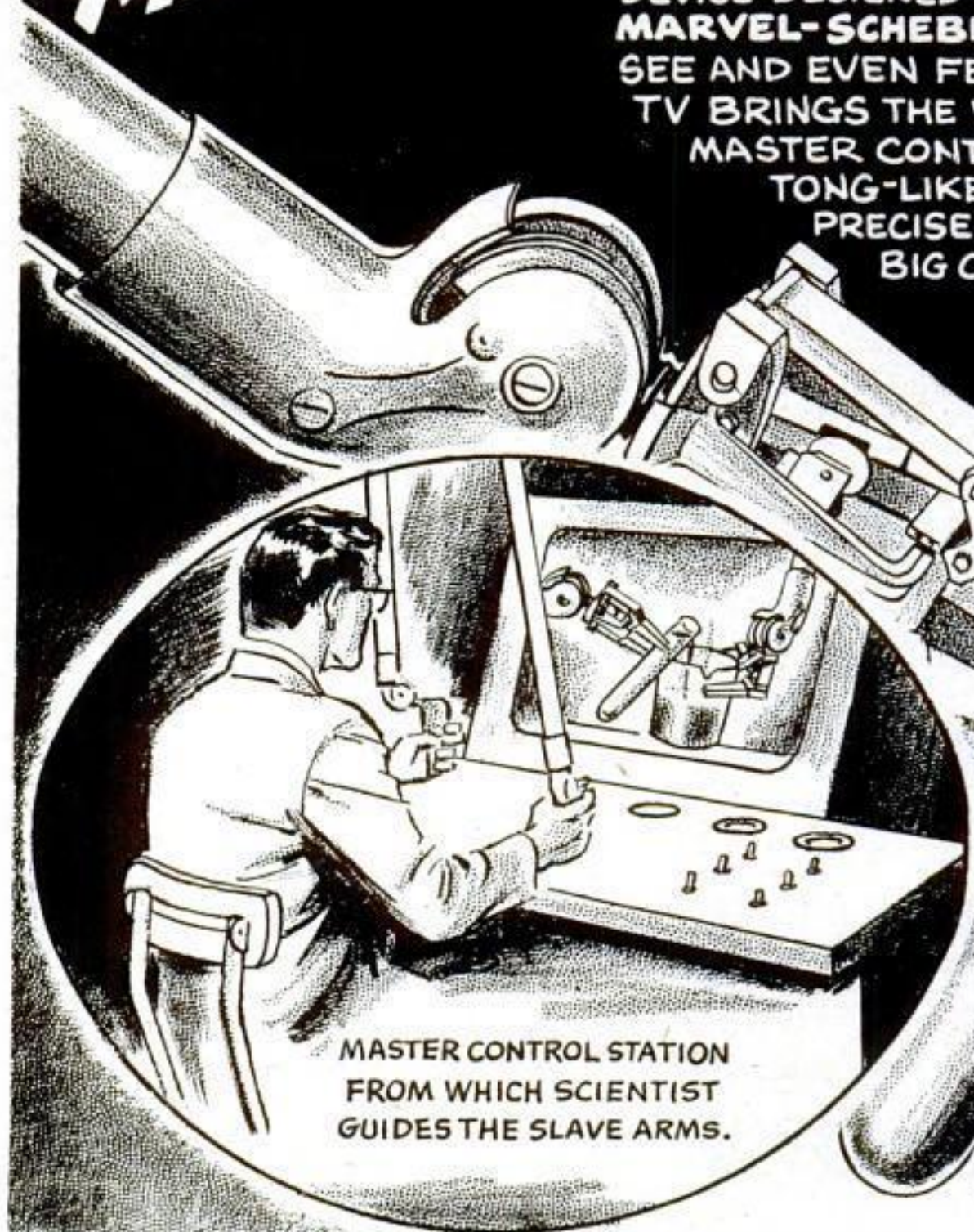


THE NATIONAL BREWING CO., BALTIMORE, MD., ORLANDO, FLA., DETROIT, MICH.

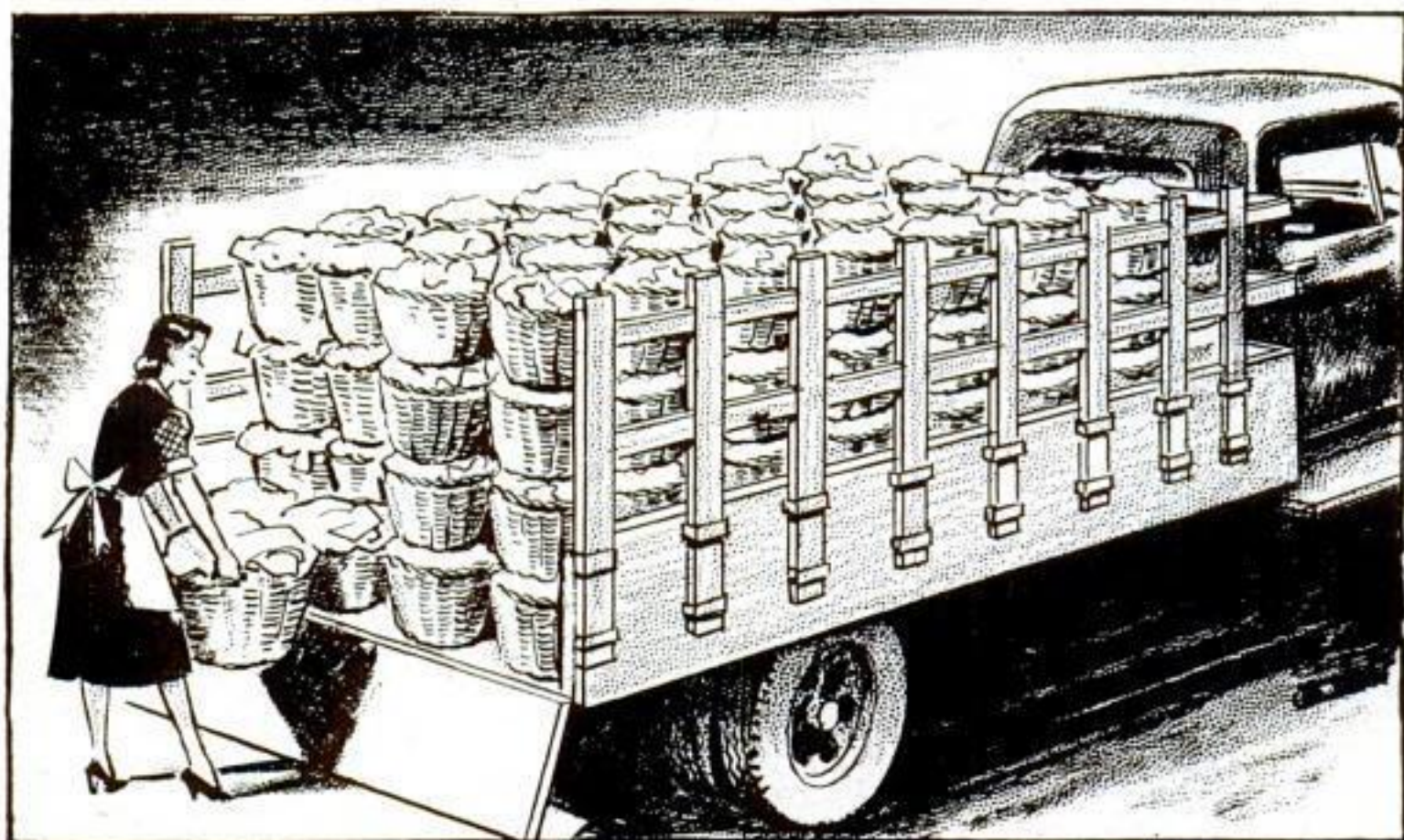
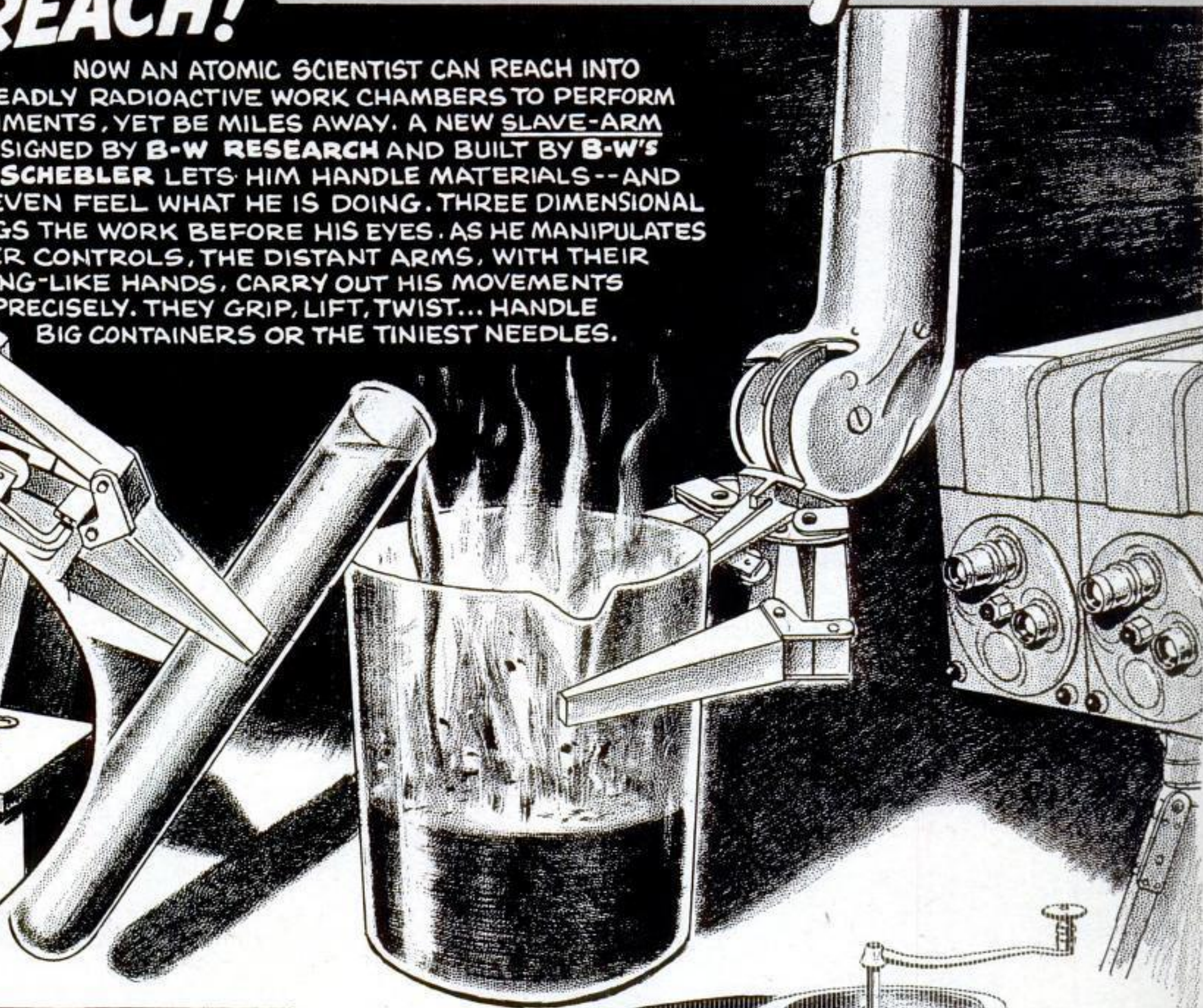


# NEW ATOMIC AGE SLAVE ARMS HAVE MILES-LONG REACH!

NOW AN ATOMIC SCIENTIST CAN REACH INTO DEADLY RADIOACTIVE WORK CHAMBERS TO PERFORM EXPERIMENTS, YET BE MILES AWAY. A NEW **SLAVE-ARM** DEVICE DESIGNED BY **B-W RESEARCH** AND BUILT BY **B-W'S MARVEL-SCHLEBLER** LETS HIM HANDLE MATERIALS--AND SEE AND EVEN FEEL WHAT HE IS DOING. THREE DIMENSIONAL TV BRINGS THE WORK BEFORE HIS EYES. AS HE MANIPULATES MASTER CONTROLS, THE DISTANT ARMS, WITH THEIR TONG-LIKE HANDS, CARRY OUT HIS MOVEMENTS PRECISELY. THEY GRIP, LIFT, TWIST... HANDLE BIG CONTAINERS OR THE TINIEST NEEDLES.

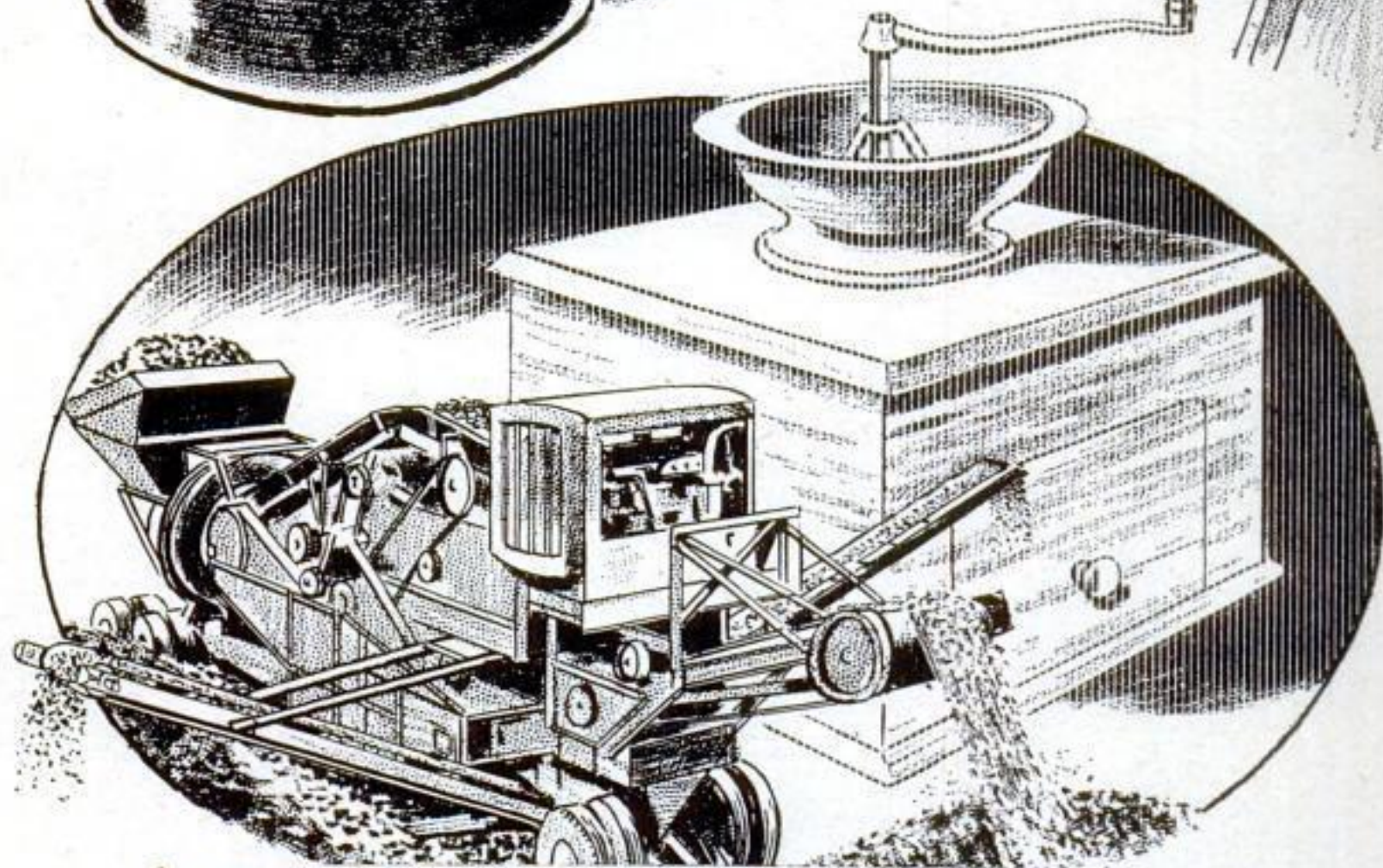


MASTER CONTROL STATION FROM WHICH SCIENTIST GUIDES THE SLAVE ARMS.



## FREES HOMEMAKERS FROM LUGGING A TRUCKLOAD OF WASHING A YEAR!

THE AVERAGE HOMEMAKER LUGS 2½ TONS OF WASH TO THE CLOTHESLINE IN A YEAR--LABORS 48 HOURS DOING IT. THE NEW **B-W NORGE** TIMELINE\* DRYER FREES HER OF THIS BURDEN AND GIVES HER BETTER DRYING, TOO. THE NORGE DRIES EVERYTHING YOU WASH... LETS YOU DIAL THE PRECISE HEAT, AIR OR TUMBLING NEEDED FOR CORRECT DRYING. NO CLOTHESLINE CAN EQUAL IT!



## "COFFEE GRINDER" FOR ROCKS PULVERIZES 7 TONS A MINUTE!

ROCKS OR GRAVEL DUMPED INTO THIS PORTABLE PLANT ARE CRUSHED AND SORTED INTO SAND, CHIPS AND STONE---A TRUCKFUL A MINUTE. SUCH SPEED IS EFFECTED WITH A MAZE OF FAST-MOVING CONVEYORS. TO OBTAIN NEEDED FLEX IN THE DRIVE SHAFTS THAT WHIRL THEM, "STEEL ELBOWS" FROM **B-W'S MECHANICS UNIVERSAL JOINT** ARE USED. EXTRA RUGGED, THESE STAND UP TO THE HEAVY LOADS AND HIGH SPEEDS.

185 PRODUCTS  
IN ALL ARE MADE BY

# BORG-WARNER



# Believe It or Not!



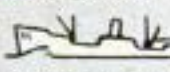


ENGINEERING

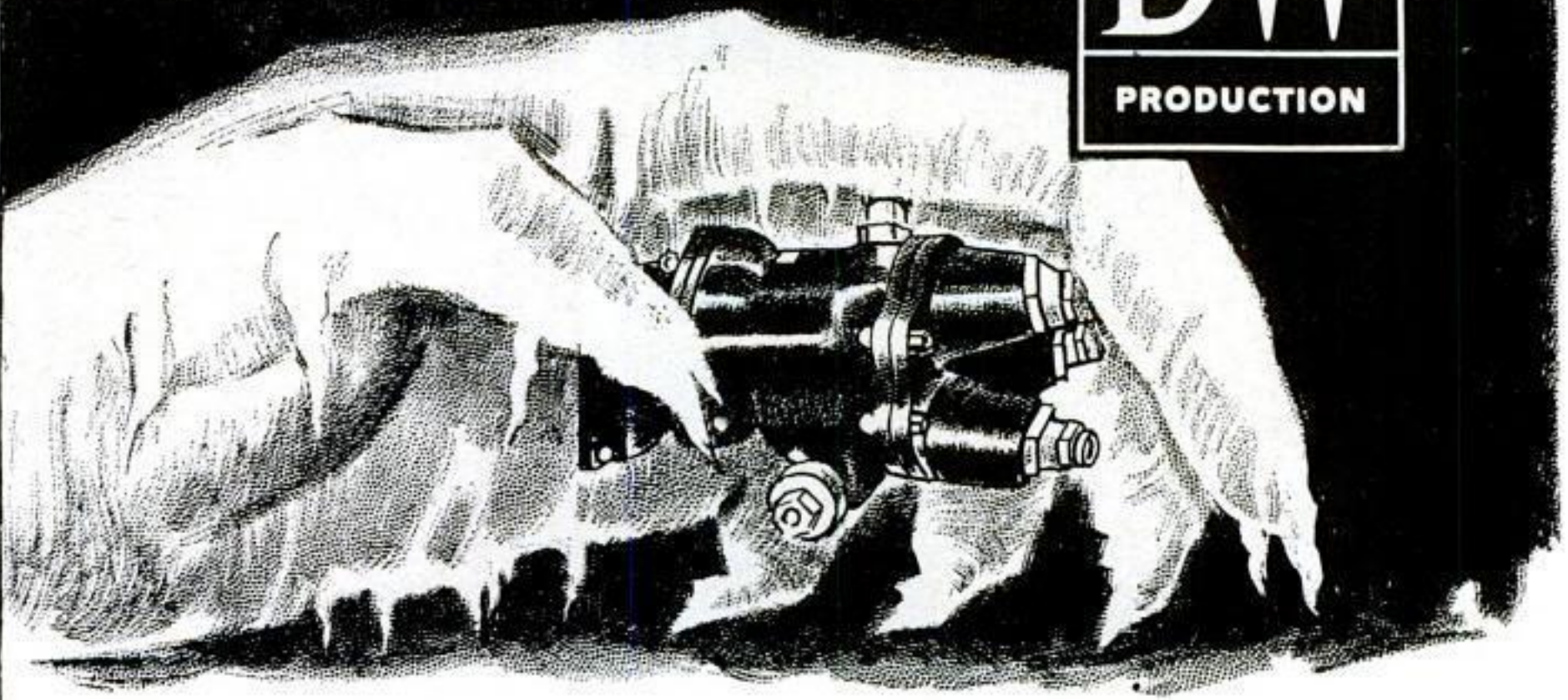
**BW**

T.M.

PRODUCTION

**BORG-WARNER SKILL AND INGENUITY BENEFIT ALMOST EVERY AMERICAN EVERY DAY THROUGH THE AUTOMOTIVE, AVIATION, MARINE, FARM MACHINERY AND HOME EQUIPMENT FIELDS!**

19 OUT OF THE 20 MAKES OF CARS  CONTAIN ESSENTIAL **B-W** PARTS. EVERY COMMERCIAL PLANE  AND MANY SHIPS  HAVE VITAL **B-W** COMPONENTS. 9 OUT OF 10 FARMS USE **B-W** EQUIPPED MACHINES.  EVERY OIL FIELD USES **B-W** EQUIPMENT. MILLIONS OF HOMES HAVE **B-W** BUILDING MATERIALS, EQUIPMENT AND APPLIANCES. 



## ICY SQUEEZE THAT SAVES JETS FROM HIGH-ALTITUDE HEART FAILURE!

HEART OF A JET PLANE IS THE TINY PUMP THAT PUSHES FUEL INTO ITS ENGINE. AT HEIGHTS FLOWN TODAY, THE INTENSE COLD THICKENS FUEL, PUTS A HEAVY STRAIN ON THIS "HEART". THAT'S WHY **B-W's PESCO** TEST-RUNS ITS **FUEL PUMPS** IN THE ICY GRIP OF SPECIAL FREEZING CHAMBERS. TEMPERATURES DROP TO 70° BELOW, YET THE PUMPS DON'T FALTER FOR A MOMENT.

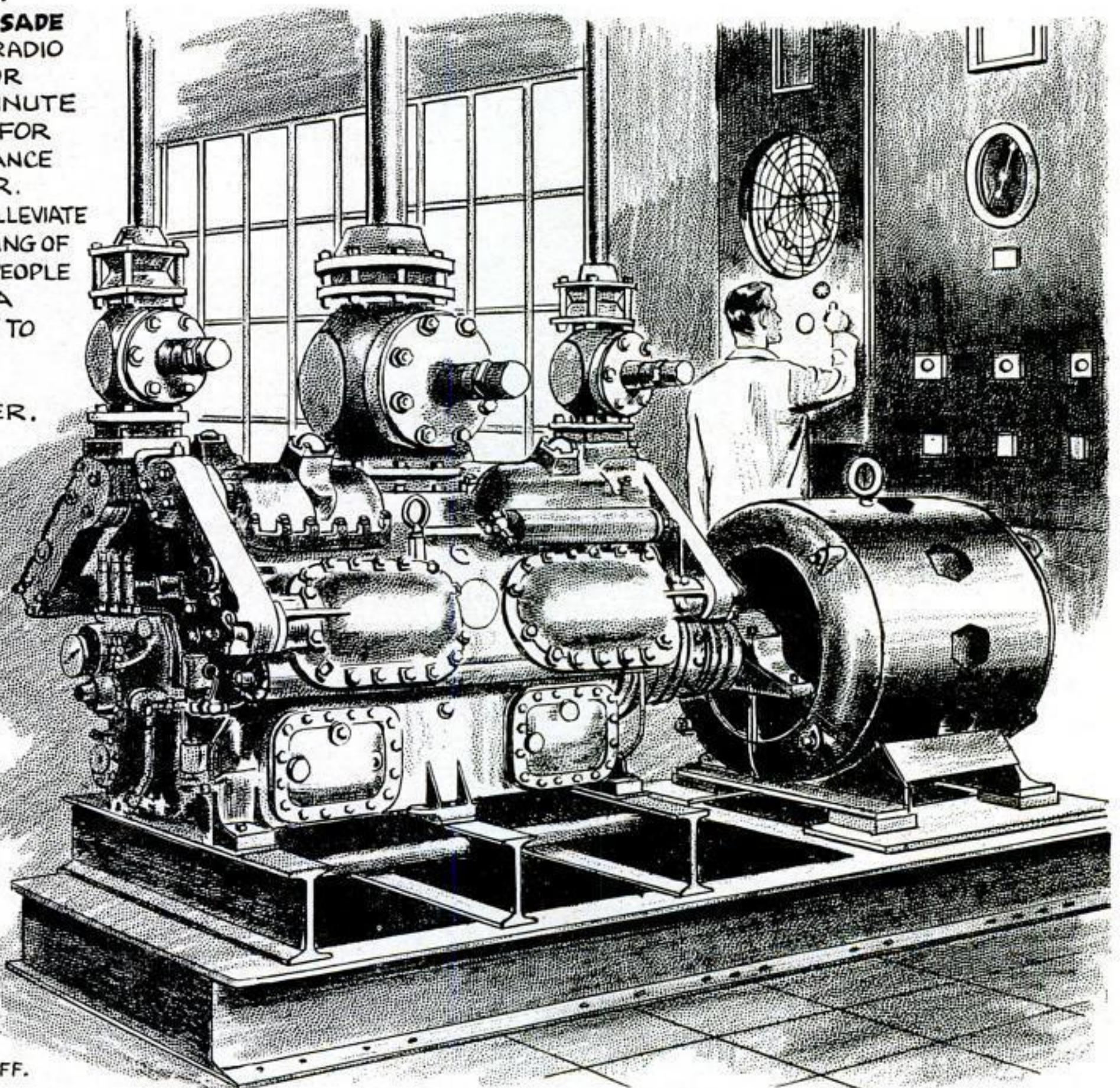
## YOU CAN HEAL THE SICK BY RADIO!

BEHIND THE IRON CURTAIN, MILLIONS ARE DENIED ADEQUATE MEDICAL AID. BUT YOU CAN HELP THEM. EACH DOLLAR, SENT TO **CRUSADE FOR FREEDOM**, GIVES RADIO FREE EUROPE'S DOCTOR CONSULTANTS A FULL MINUTE TO ANSWER PLEAS FOR MEDICAL GUIDANCE OVER THE AIR. YOU'LL HELP ALLEVIATE THE SUFFERING OF MANY BRAVE PEOPLE BY SENDING A DOLLAR TODAY TO **CRUSADE FOR FREEDOM**, c/o LOCAL POSTMASTER.



## NEWEST "FURNACE" HEATS WITHOUT FUEL!

THE "FURNACE" IS A NEW **HEAT PUMP** CREATED BY **B-W's YORK**. NO FLAME, NO GLOWING WIRES, YET IT CAN WARM A SKYSCRAPER. HEAT IS EXTRACTED FROM THE AIR -- EVEN SUB-FREEZING AIR. IT'S LIKE A REFRIGERATOR RUNNING BACKWARDS. A SPECIAL LIQUID FLOWING THROUGH OUTDOOR COILS SOAKS UP HEAT FROM THE AIR. IT IS THEN COMPRESSED TO CONCENTRATE THE HEAT AND RELEASE IT INSIDE THE BUILDING. FOR SUMMER COOLING, THE PUMP REVERSES ITSELF -- EXTRACTS HEAT FROM INDOOR AIR AND RELEASES IT OUTDOORS.



\* REG. U.S. PAT. OFF.

These units form **BORG-WARNER**, Executive Offices, 310 S. Michigan Ave., Chicago. Research Center, Des Plaines, Ill. **DIVISIONS:** ATKINS SAW • BORG & BECK • BUILDER SALES • BYRON JACKSON • CALUMET STEEL • DETECTOLAB • FRANKLIN STEEL • INGERSOLL CONDITIONED AIR • INGERSOLL HUMPHRIES • INGERSOLL KALAMAZOO • INGERSOLL PRODUCTS • INGERSOLL STEEL • LONG MANUFACTURING • MARBON CHEMICAL • MARVEL-SCHIEBLER PRODUCTS • MECHANICS UNIVERSAL JOINT • NORGE • PESCO PRODUCTS • ROCKFORD CLUTCH • SPRING DIVISION • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WOOSTER DIVISION • YORK. **SUBSIDIARIES:** BORG-WARNER ACCEPTANCE CORP. • BORG-WARNER INTERNATIONAL • BORG-WARNER, LTD. • BORG-WARNER SERVICE PARTS • BYRON JACKSON OF CANADA, LTD. • BJ SERVICE, INC. • EBERHARDT-DENVER • LONG MFG., LTD. • MORSE CHAIN • MORSE CHAIN OF CANADA, LTD. • REFLECTAL • WARNER GEAR, LTD. • WESTON HYDRAULICS, LTD.





IN THE MOVIE, Oedipus (Douglas Campbell) wears gold mask covered with net when he is blinded.

ON TV Oedipus (Christopher Plummer) has blood streaming from empty eye sockets as he starts his exile.

# Blind King's Two Faces

## OEDIPUS MEETS FATE IN A FILM AND ON TV

Over two thousand years after the role was first acted in Athens, the terrifying visage of Oedipus was confronting American devotees of Greek drama in two tragic guises. In a movie version (*above*) of Sophocles' *Oedipus Rex*, the king and cast wore masks as they played the story of the King of Thebes who, having unwittingly killed his father and married his mother, jabs out his eyes in shame. In a live TV performance (*right*) of the play on *Omnibus* (ABC-TV) last week, Oedipus was shown bloodied and blinded. The movie and TV productions, both excellent, were proof that time does not trim down the terror of true tragedy.







White icing in slim (and slimming) trimming bands precisely lined up on Copen blue, navy, toast or pink. The buttons are snow-white, too. Sizes 10 to 20. By **reloms**

White braid flicks over a band of contrasting color on the boat neck. Navy with toast band; black/beige; toast/turquoise; beige/orange. Sizes from 10 to 18. By **reloms**

New slant on the coat dress! Crisp stitching in contrasting color gives emphasis. Pink with navy stitching; navy, toast or blue with white. Sizes 12-20, 14½-24½. By **reloms**

Arresting use of buttons and a lightning flash of white at the yoke. Toast, blue, navy or black with white. Sizes from 12 to 20 and half sizes 14½ to 24½. By **reloms**

Better dresses than you'd think possible at \$5.98 / **AVISCO** rayon is the reason

There's a quality look about them because the quality started with the Avisco rayon fibers and was maintained to the final stitch of the hem! Result? Smart dresses in a Burlington fabric with a crisp linen-look, crease-resistant freshness, for-sure washability. (Just set your machine at "warm.") Look for the Avisco Integrity Tag on every dress, the tag that means the fabric has been performance tested.

FOR THE DRESS SHOP NEAREST YOU, CALL WESTERN UNION OPERATOR 25

AMERICAN VISCOSE CORPORATION, 350 FIFTH AVENUE, NEW YORK 1, N. Y.







CONNOISSEUR'S CHOICE—\$40 a month.\* This kitchen blends convenient waist-high Wall Oven, built-in Cooking Units, Undercounter

## Remodel now to an all General Electric



**\$48**  
a month\*

**Treasure Island Kitchen** . . . so companionable and easy to plan with General Electric's 4-in-1 Kitchen Center as an open room divider. Under one stainless steel countertop: Combination Washer-Dryer, Sink with Disposall, Undercounter Dishwasher, Oven and Surface Cooking Units. At right, Refrigerator-Freezer and countertopped cabinets. All so easy to clean and keep clean!

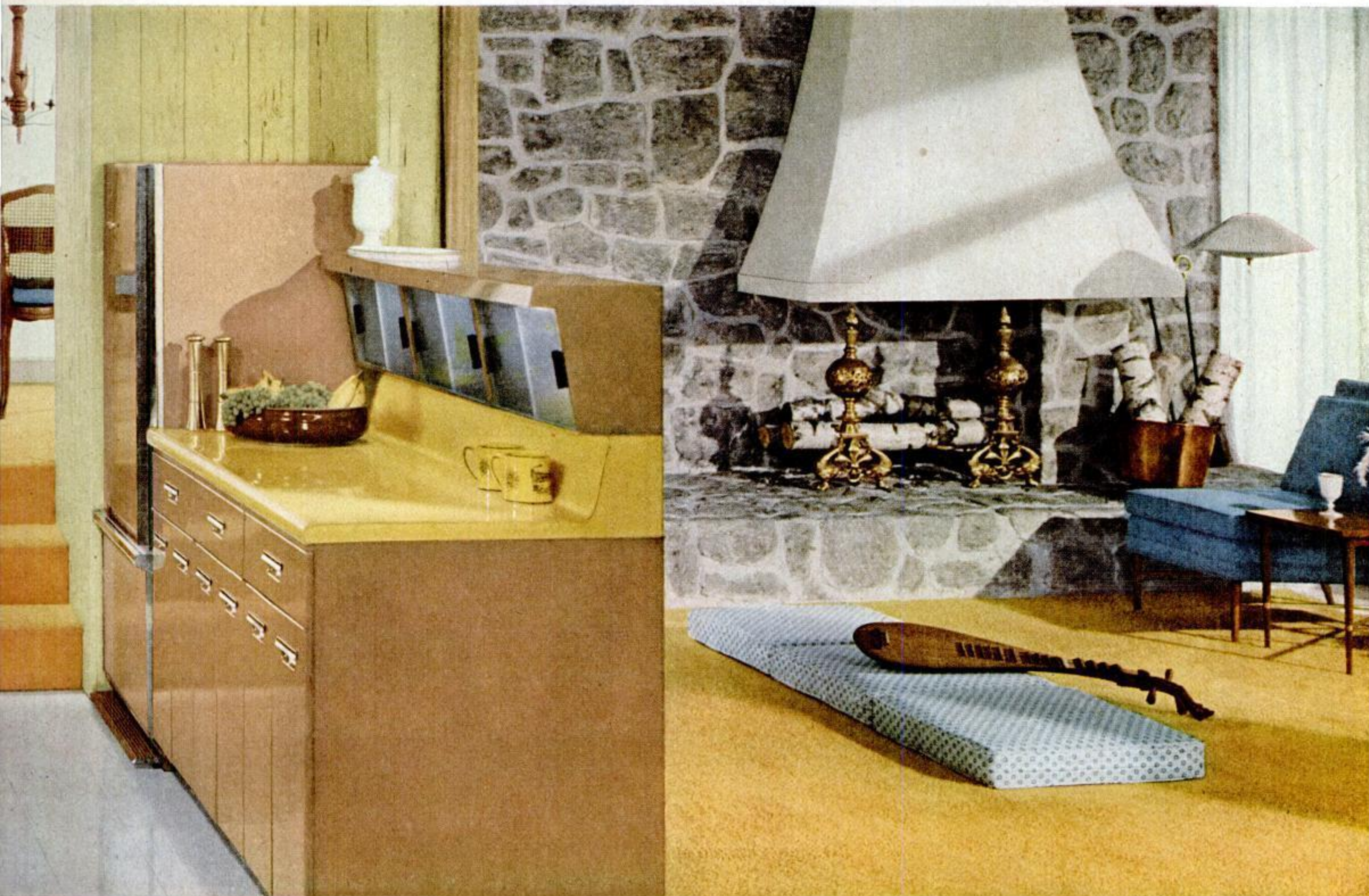


**\$32**  
a month\*

**Merrie English Kitchen** . . . glows with a hearthside charm created by opening up an old fireplace in a remodeled home. General Electric Mainliner Range in alcove; Undercounter Dishwasher, matching yellow Sink with Disposall, Base and Wall Cabinets, sliding-glass-door Cabinettes, 12-cubic-foot Refrigerator, built-in Air Conditioner. Green linen Textolite adds more beauty.

\*Prices based on credit terms after 10 per cent down





Dishwasher, Sink with Disposall,® 13-cubic-foot Refrigerator-Freezer. G-E Wall and Base cabinets — all appliances by General Electric.

## Kitchen for as little as \$32 a month!\*



**\$20**  
a month\*

**Light 'n Livable Laundry Center.** Why not plan yours in this stepsaving location? General Electric Filter-Flo® Washer and Automatic Dryer under trio of Cabinettes for laundry supplies. An optional work center at right has wood-grained Textolite® surface over sturdy Base Cabinets and 5-cubic-foot Roll-Out Freezer. Let G-E kitchen experts guide your planning.

YOU DON'T NEED a queen's ransom to fix up that kitchen of yours!

Now, for less than typical monthly car payments, you can have a *complete* General Electric Kitchen—*custom-planned to your living.*

You'll be pleasantly surprised to find that your G-E Kitchen dealer has everything available for you—built-in appliances, cabinets, countertops, sinks . . . all harmonizing. And, when you decide to "go ahead," you can enjoy G-E custom design service at no extra cost.

### Budget Plans Available

If you modernize, easy-to-meet payments can be arranged under a Kitchen Modernization Plan available from the General Electric Credit Corporation. If you plan to build or buy a new house, pay for your livable kitchen by adding only \$5 or \$6 a month to your long-term mortgage.

Drop in soon and see your G-E Kitchen dealer's latest designs, decorating schemes, accessory guides. Look for General Electric Kitchens in new homes in your area, too. Or write for data to General Electric Home Bureau, Appliance Park, Louisville 1, Kentucky.

*Live better . . . electrically*



**GENERAL  ELECTRIC**

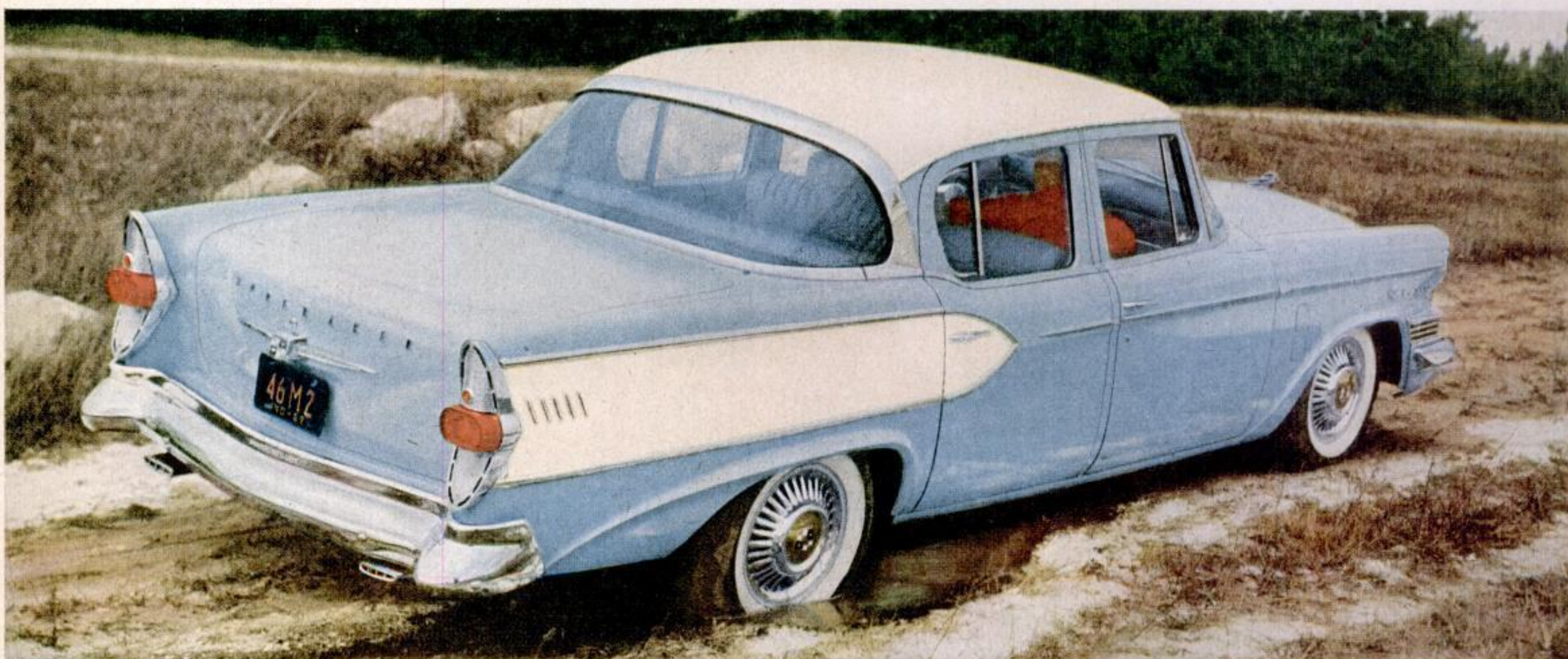
payment under a Kitchen Modernization Plan available from General Electric Credit Corporation. Installation and accessories shown, additional. All prices subject to local variation.





**STUDEBAKER IS SUPERCHARGED!**  
New reserve power makes light of steepest hills.

*They toil not...*



**STUDEBAKER HAS TWIN TRACTION!**  
Gets through when other cars spin wheels in vain.

*neither do they spin!*

Only Studebaker in all America offers the *power-plus economy* of a built-in supercharger. It's standard on the Studebaker Golden Hawk.

And to match this power, Studebaker now

offers the last word in driving control: Twin Traction\* lets either rear wheel take the traction to pull you out of mud, snow and slippery places, and to keep you safer on the road.

These are only two of *many* important advances in Studebaker '57. Why not see them all! Visit your Studebaker Dealer today and discover *Craftsmanship* makes the big difference!

\*Optional on all V8's



**Studebaker-Packard**  
CORPORATION

*Where pride of Workmanship comes first!*



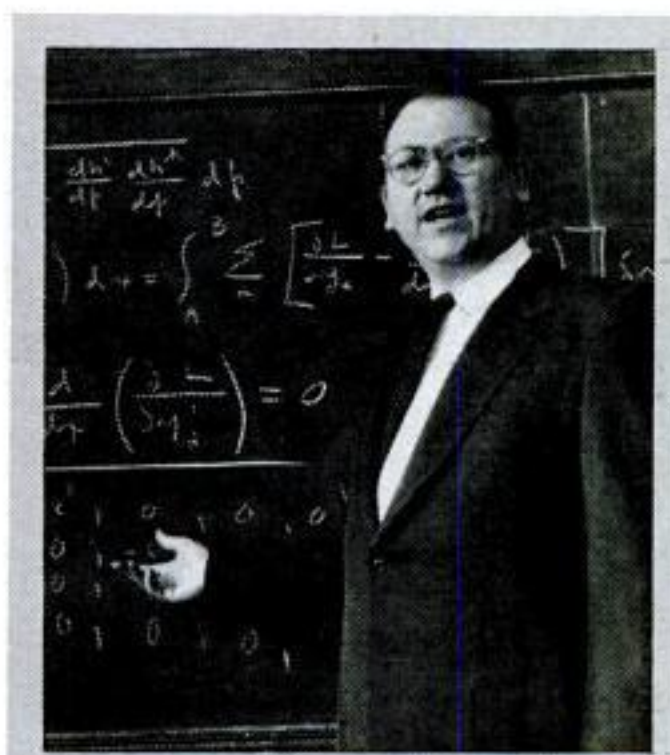
## SEQUEL

# HONEST CAREER FOR A PH(ONY)D.

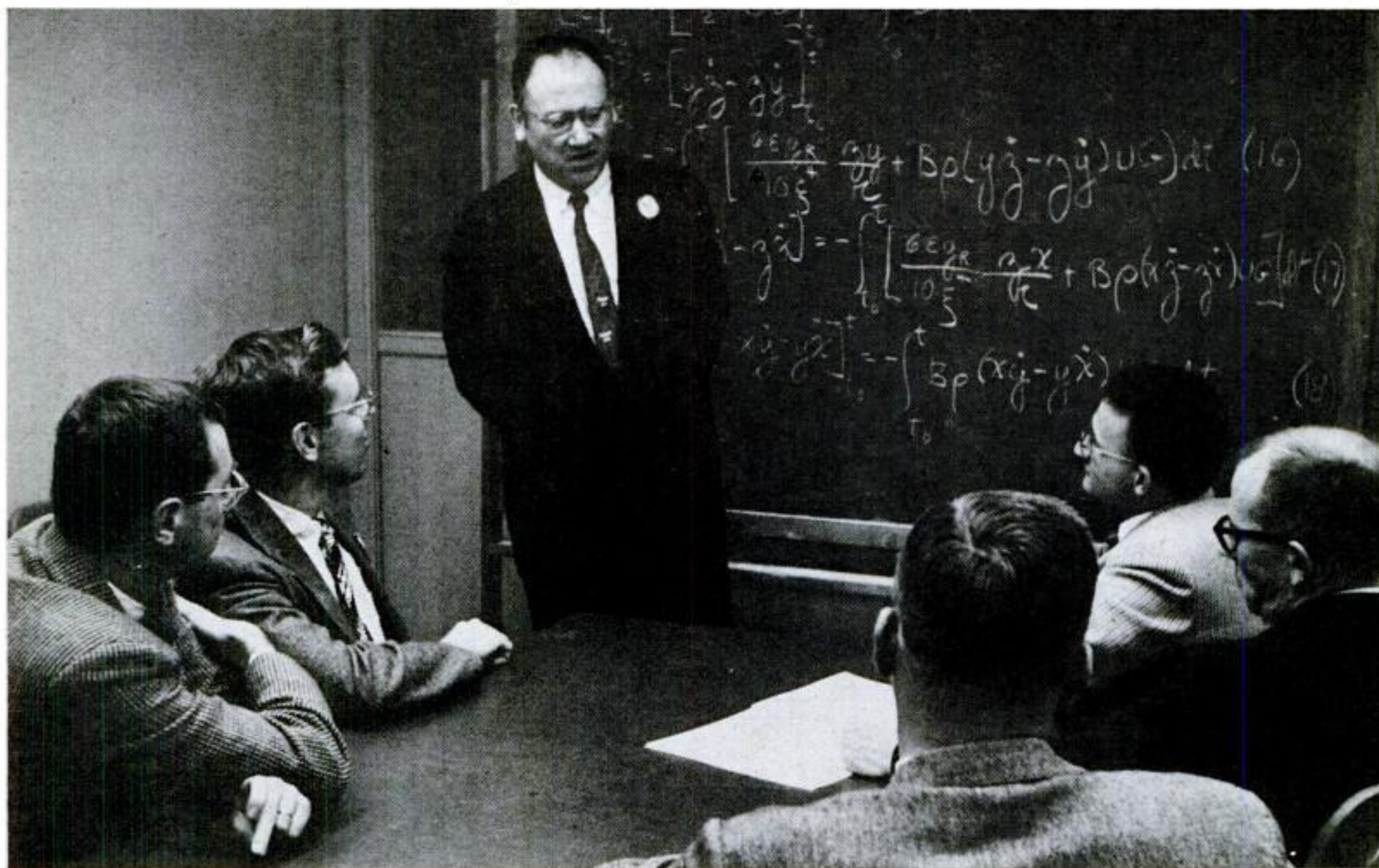
## Brilliant hoaxer becomes a respected engineer

The most astounding academic hoaxer of all time was Marvin Hewitt. With only an uncompleted high school education and a flair for science he passed himself off as a Ph.D. and under assumed names held important teaching posts in eight U.S. schools and universities. When his past caught up with him LIFE published an account of his fantastic career ("Marvin Hewitt, Ph(ony)D.," LIFE, April 12, 1954).

Unmasked, Hewitt faced a bleak future. But the story caught the eye of George Trimble Jr., a vice president of the Glenn L. Martin Company, who felt such obvious talent should not be wasted. He offered Hewitt a job. Today, at 34, Hewitt is a valued design specialist and is involved in the company's earth satellite program. A recent technical paper, "The Effect of the Earth's Oblateness and Atmosphere on a Satellite Orbit," bears an honest and unadorned name: Marvin Hewitt.

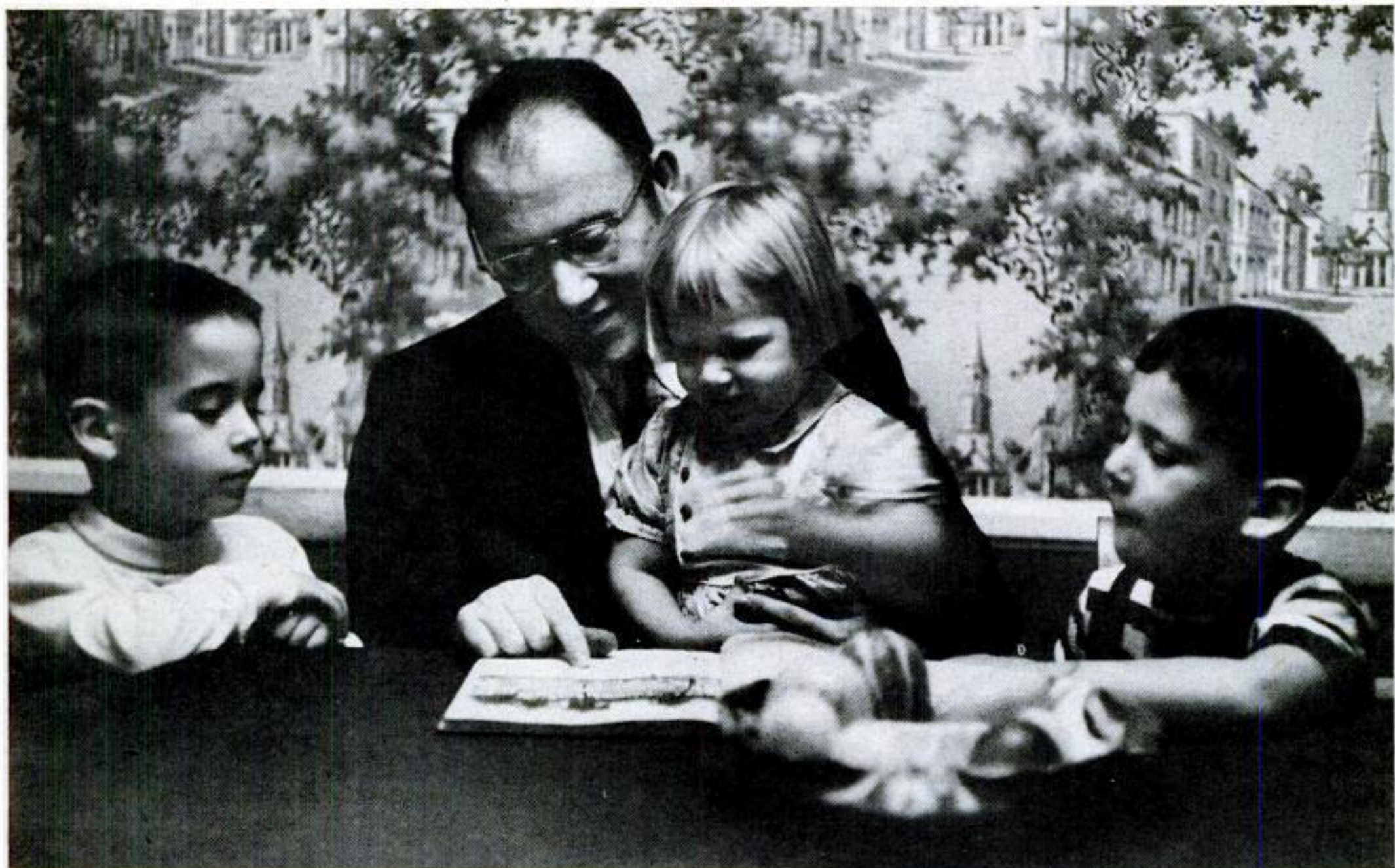


HEWITT IN HIS OLD HOAXING DAYS



**FAVORITE ROLE** as classroom lecturer is still permitted Hewitt and provides welcome change from research work.

Here he explains intricate equations on earth satellite study to colleagues at Martin's, who respect his knowledge.



**DOMESTIC SECURITY** is Hewitt's reward for giving up the anxious hide-and-seek life of his hoaxer days. Here

he reads to his children, David (left), 5, Deborah, 2, and Richard, 4, in his new home in a suburb of Baltimore, Md.

## ADVENTURES of COL and GATE

I'M LEAVIN' THIS EARTH-  
'CAUSE SHAVIN'S A BORE!



WITH A COLGATE SHAVE,  
MAN, IT'S NO CHORE!



THAT'S THE SMOOTHEST  
SHAVE I EVER TOOK!

AND YOU GOT THAT  
CLEAN-CUT COLGATE LOOK!



### COLGATE SHAVE CREAMS



For that Clean-Cut  
Colgate Look!



TRY COLGATE LOTION, TOO!

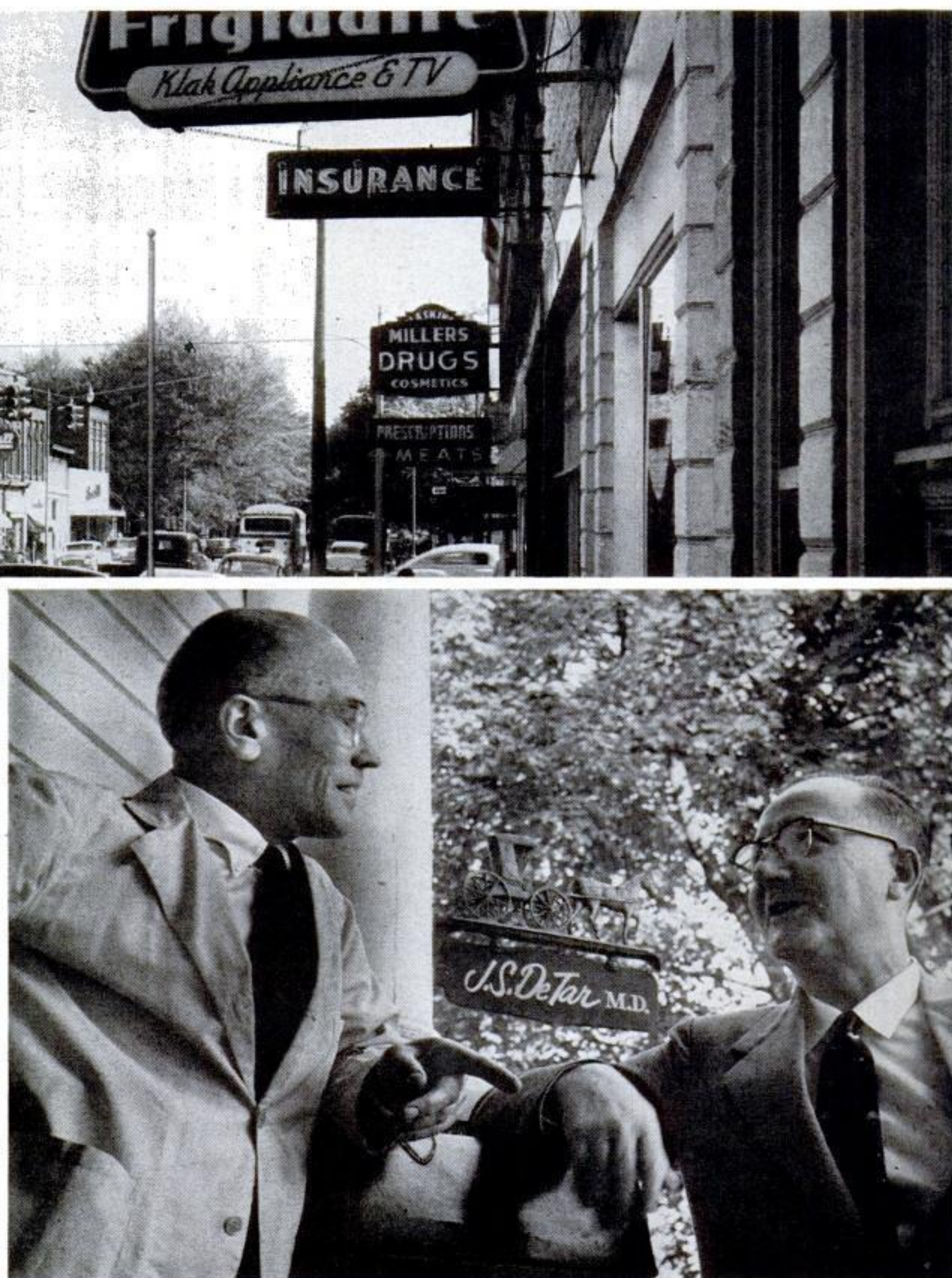




# How two country doctors a shot in the arm with



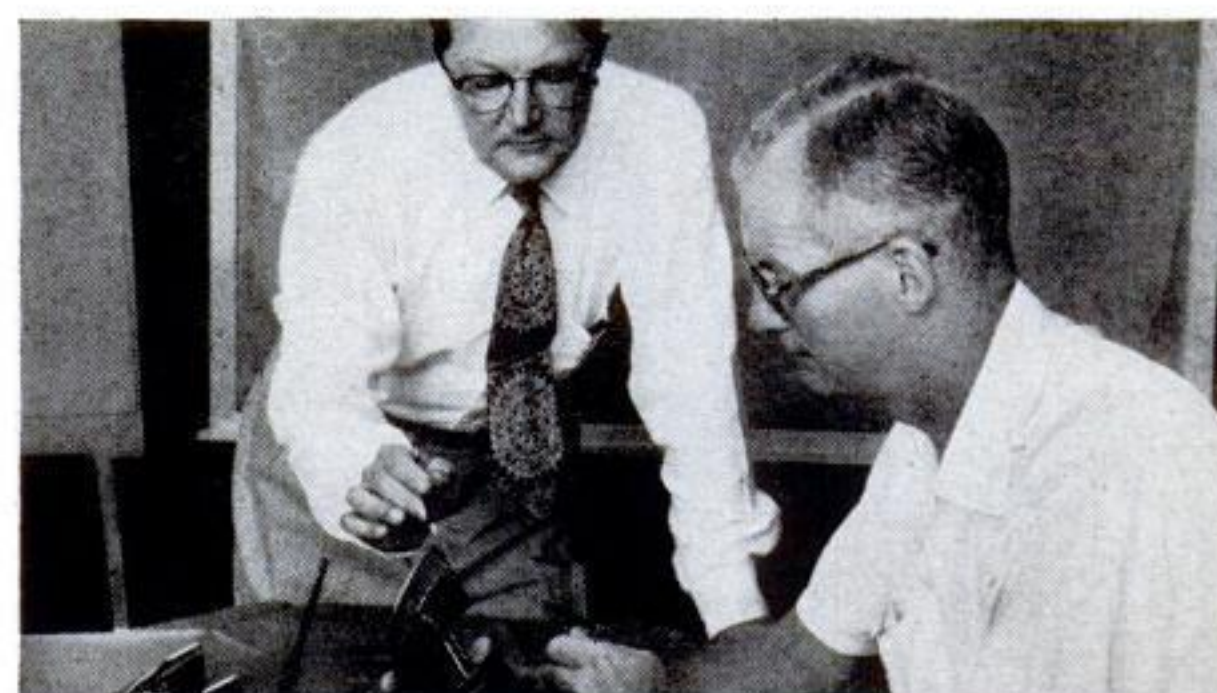
**MAIN STREET, MILAN, MICHIGAN**—now enjoying its most prosperous days since the local farmers brought their grain to the old grist mill in 1834.



**M.D.'s WITH A BUSINESS CURE**—Dr. Jack De Tar, who dug up the capital, and Dr. Ray Hannum who used it to put hard cash in Milan tills.



**MODERN PLASTICS PLANT IN AN OLD CORNFIELD**—Wolverine Plastics, Inc., who makes plastic products, is one of the thousands of small General Motors suppliers.



**BLUEPRINTS OF PROSPERITY**—Robert Bliss and Harry Haaxma check plastic armrests for Fisher Body Division.



# gave their village the aid of General Motors

FOLKS in many small rural communities throughout America used to make it a custom to pay bills in things grown on the farm, instead of using money.

In Milan, Michigan, several years ago, hard times had brought the custom back. Farm people paid their doctors' bills with chickens, eggs or bacon—which was all right for Dr. Jack De Tar who had a wife and family. But it raised quite a problem for Dr. Ray Hannum, who was a bachelor.

## Outside Money the Answer

THE PROBLEM, as Dr. Hannum figured it out, was simple. What Milan needed was more ways to bring outside money into Milan.

To get outside money, folks in Milan had to make more things that would find a market in other parts of the State. In short—some sort of manufacturing plant. Say for plastics making, since plastics production was light work, and any woman who could make a cake could soon learn the trick of cooking plastics in a plastics press.

So he sold his more muscular patients on the idea of helping erect the building in payment of their debts to him. Dr. De Tar pitched in and got a group of his fellow Michigan Medical School gradu-

ates to put up the capital and in 1946 Milan's new business venture, Wolverine Plastics, Inc., started with only one press and nine employees.

## "Little Business" Discovered by GM

BUT THE PROBLEM was to find a market—and that was soon solved by Fisher Body—with a sample order for plastic armrests—followed by larger orders. Ternstedt and Harrison Radiator, two other Divisions of GM, soon came into the Wolverine picture as have other large companies. So today the one press has increased to 12 presses, plus a new plastics decorating shop—and Wolverine now has 255 employees, including one fifth of the working population of Milan.

What happened in Milan has happened in hundreds of towns and cities all over the United States. Local manufacturers have found that—if they meet delivery dates with quality products, that GM needs, at competitive prices—GM is interested in doing business with them. New money has flowed into their local communities—and every state in the Union shares in General Motors' success.

How much they share is shown by the fact that outside sources of materials and services for General Motors receive, in total, close to 50¢ out of every dollar that General Motors takes in.

*General Motors—Good people to work for—Good people to deal with*



**HIGH SCHOOL HIGH NOTES**—Choral group rehearsing for Village Christmas cantata sponsored on local radio by Wolverine as typical civic contribution.



**HAPPY TOWN OFFICIAL**—Grant Jones, President of Milan Village, who reports tax rate lower than average Michigan town of its size—thanks greatly to Wolverine success.

## Small "Small" Business

About 64% of the 26,000 suppliers of goods and services to General Motors Divisions are very small businesses—employing less than 100 persons. Yet on the average each of these small "small businesses" supplies at least two GM Divisions.



**HAPPY HOUSEWIFE**—Rita DeVee earns money at Wolverine. Spends some of her cash at Van's Department Store.



**PROSPEROUS COUPLE**—Marlene Herkimer earns cash to help buy farm equipment while husband Perl fills the silo on their 165 acres.







A FRESCO FROM THE PALACE AT KNOSSOS, DONE ABOUT 1500 B.C., SHOWS THE CRETAN FORM OF BULLFIGHTING

# THE FIRST EUROPEAN CIVILIZATION

The seafaring Minoans made Crete a brilliant center of the Mediterranean world

by LINCOLN BARNETT

"There is a land called Crete, in the midst of the wine-dark sea. . . . Among their cities is the great city Knossos, where Minos reigned . . . he that held converse with great Zeus."  
HOMER, *Odyssey*

**T**HROUGH all the writings of the ancient Greeks there can be discerned faint provocative glimpses of an earlier age—an age of great heroes and mythical monsters and gods who took part in the affairs of men. Although the Greeks themselves had no clear image of their antecedents, a brilliant and complex fabric of culture evolved at two centers in the Aegean area during the second millennium B.C., centuries before Homer, who sang of the Trojan War. One was on the Greek mainland, the other on the island of Crete. It was in this remote epoch that Europe's first civilization was born.

The primary source and fountainhead was the narrow, mountainous island of Crete which sprawls 160 miles long across the mouth of the Aegean Sea. Here, between 2000 and 1400 B.C., a creative, maritime people reared great palaces, wrought exquisite works of art, and built far-ranging fleets that sailed the eastern Mediterranean from Asia Minor to Sicily. When their culture first flourished, the brilliance of Sumer (*LIFE*, June 4) had been extinguished, a prospering Egypt (*LIFE*, Nov. 26) had not yet embarked on its era of imperial expansion, and the rest of Europe was just emerging from the late Stone Age. For a while the Cretans dominated the Aegean world. And they imparted their traditions and skills to the mainland of Greece itself, along with their legends of Theseus, the Minotaur and the labyrinth.

Modern scholars refer to this early Cretan culture as Minoan, after the greatest of its kings, the legendary Minos. Nothing is truly known of Minos' personality and reign. It may be that the name Minos was simply a royal title like "pharaoh," or that more than one Minos lived. A multiple image is depicted by the classical Greek writers, some of whom describe Minos as a harsh, cruel sovereign, others as a wise, just lawgiver who after death became a judge of the underworld of Hades. The Greeks were unanimous, however, concerning the extent and power of his island empire. "Minos," Herodotus wrote, "... held maritime dominion." Diodorus states flatly, "This Minos was the first Greek to create a powerful naval force and to become master of the sea."

The most vivid impression of King Minos, however, is spun in the glittering cobweb of Greek myth. According to the legend, Zeus, in the guise of a white bull, kidnaped the beautiful Phoenician princess Europa and swam with her across the sea to Crete. There she bore three sons,

of whom one was Minos. In time Minos claimed the Cretan throne and, asserting his divine right to rule, boasted that the gods would grant any prayer he offered. He then prayed to the sea-god Poseidon, asking that a sacrificial bull might emerge from the waters. At once a handsome bull swam ashore. Coveting it for himself, Minos appropriated it to his own herds and sacrificed another.

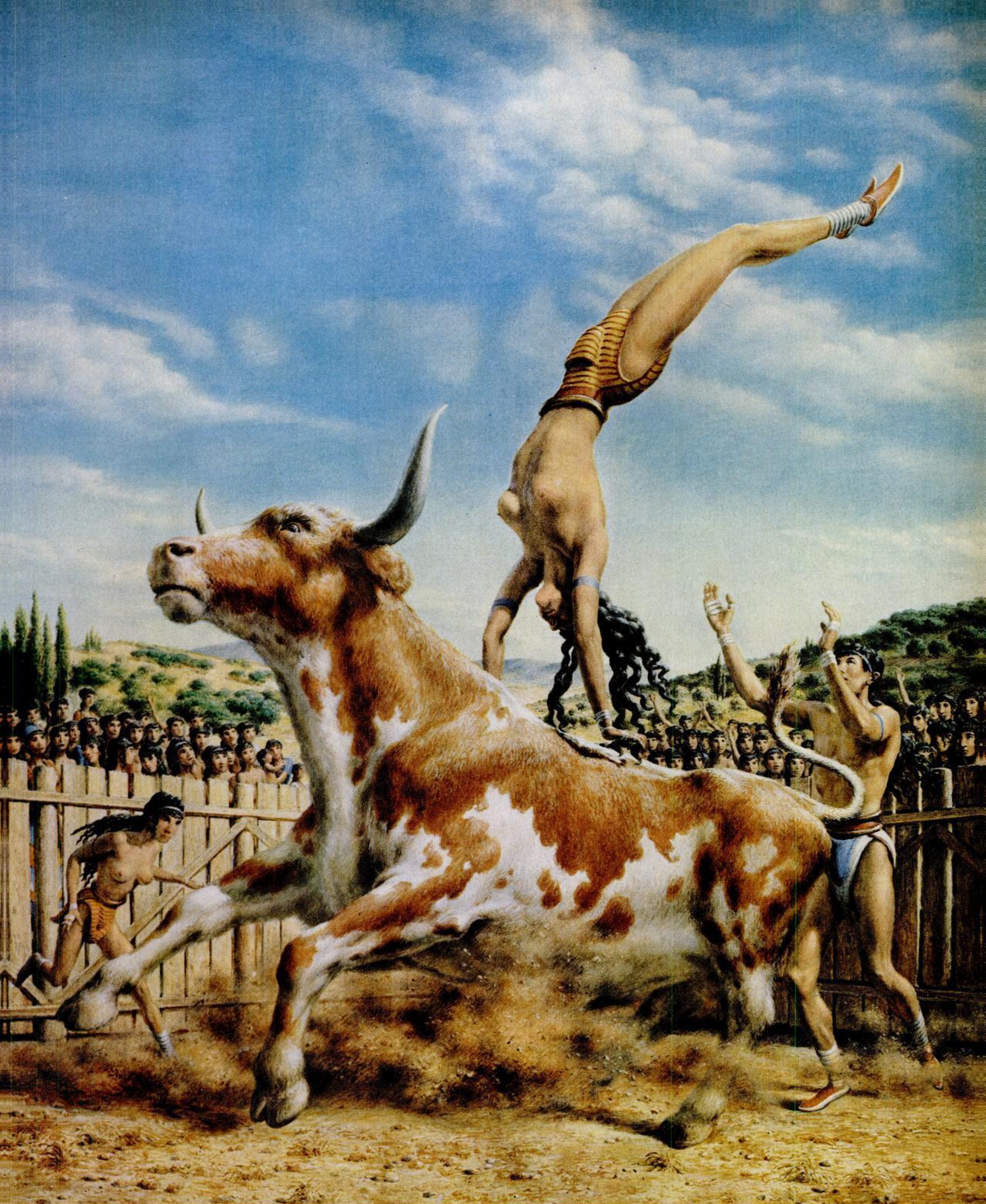
Angered by the broken vow, Poseidon imbued Minos' wife with a passion for the sacred bull. Their offspring was the Minotaur, a monster with a bull's head and the body of a man, which Minos confined in a labyrinth, designed by the famed artisan Daedalus. Here periodically there arrived from Athens a living tribute of seven youths and seven maidens as fodder for the Minotaur. When the tribute fell due for the third time, the Athenian hero Theseus sailed to Knossos as a victim, entered the labyrinth and slew the Minotaur with his bare hands.

Like many legends, the grim tale of the Minotaur has foundations in fact. Excavations at Knossos have uncovered a wealth of evidence revealing the bull as a central symbol of Minoan civilization. Numerous wall paintings, like the one shown above, strongly suggest that the national sport was a form of bullfighting or bull baiting (*opposite page*). Another clue to the origin of the Minotaur legend lies in the intricacy of the great palace at Knossos, the Minoan capital during the golden age of Crete. To a stranger from the highlands of Arcadia or the wilds of Asia Minor, its interminable winding passages, digressing wings, numberless halls, colonnades, corridors, rooms of state and storerooms must indeed have seemed like a labyrinth. The very word labyrinth has significance; for it is derived from the Greek word *labrys*, meaning "double ax"—and the double-bladed ax was a religious motif recurring everywhere at Knossos. To the Greeks the Palace of Minos was literally a labyrinth, the house of the double ax.

The chief difficulty in interpreting Cretan civilization derives from the continuing enigma of the Minoan language which has remained an unsolved mystery. The glory of Minoan culture is therefore largely a re-creation of archaeology. It stands before us in mute magnificence without explanation or historical interpretation—"a picture book without text," as one scholar has observed. Yet out of a synthesis of archaeological research certain vivid patterns of Minoan life emerge. And most of the perceived images are attractive ones, disclosing a handsome, high-spirited and cultivated community of man, and illuminating the ancient isle of Crete as a prime stepping-stone in the slow spread of civilization from its Near Eastern cradle to Europe and the western world.

Paintings by RUDOLPH F. ZALLINGER  
Photographs by LARRY BURROWS





**A MINOAN BULLFIGHT** takes place outside Knossos. This dangerous diversion, in which male and female acrobats leaped and somersaulted over the backs of charging bulls, was the national sport of ancient Crete. Here a girl executes a

handspring, while her male partner waits to steady her when she lands. In the bull ring girls wore only loincloths like the men. But even apart from athletics, the feminine fashion of the Minoans conventionally left the breasts exposed.

CONTINUED





**THE SEAT OF POWER** on Crete was the palace at Knossos, which overlooked the Great South Road, main artery of Minoan civilization. The road swung toward the palace across a massive stone viaduct that bestrode the Vlychia Stream

on nine lofty corbeled arches. Along this highway flowed all the cross-island traffic which moved continuously between the northern ports which traded with the Aegean world and those in the south which dealt with Africa. On the palace

## THE PALACE OF MINOS

**A**MID the rocky, cypress-spired heights of Crete three royal palaces arose in the first glow of Minoan civilization 4,000 years ago. One was built in the south at Phaestos, a second on the northern coast at Mallia. But the greatest of all crowned Knossos in north central Crete astride a hill three miles from the sea. This was the Palace of Minos whose ruins survive today as the supreme monument of Crete's golden age.

These three splendid palaces did not spring into being in a single outburst of creative genius. For centuries mankind had dwelt on Crete in caves and huts, pursuing a neolithic way of life. Then, some time before

2500 B.C., a wave of sea-borne wanderers arrived from unknown shores, bringing with them new skills and new blood. Under the impetus of immigration, Crete emerged from Stone Age stagnation and entered the era of copper and bronze. Ancient settlements expanded and new towns began to stud the coasts and hillsides of the island.

It was not until 2000 B.C., however, that the unique culture called Minoan fully emerged. Wheeled vehicles came into use, potters turned out exquisite polychrome vases of delicate texture and brilliant design and the first Cretan system of writing was invented and applied to business ends. Apparently, political power fell into the hands of three dominant families, and it was in their realms that the three great palaces were reared. This first effulgent phase of Minoan culture, known as the





side of the ravine, the road ramified into three forks. The right-hand path, as the traveler approached, entered the stepped portico of the palace, brightly adorned and supported on downward-tapering columns in the Minoan style and thence gave

access to the state entrance used by palace residents, government officials and envoys from other lands. The middle lane, down which two men are shown descending, led to the west court where freight deliveries were received and

age of the first palaces, lasted for 300 years. In 1700 B.C. it was terminated by a catastrophe, probably an earthquake, that destroyed all three palaces as well as most of their outlying towns.

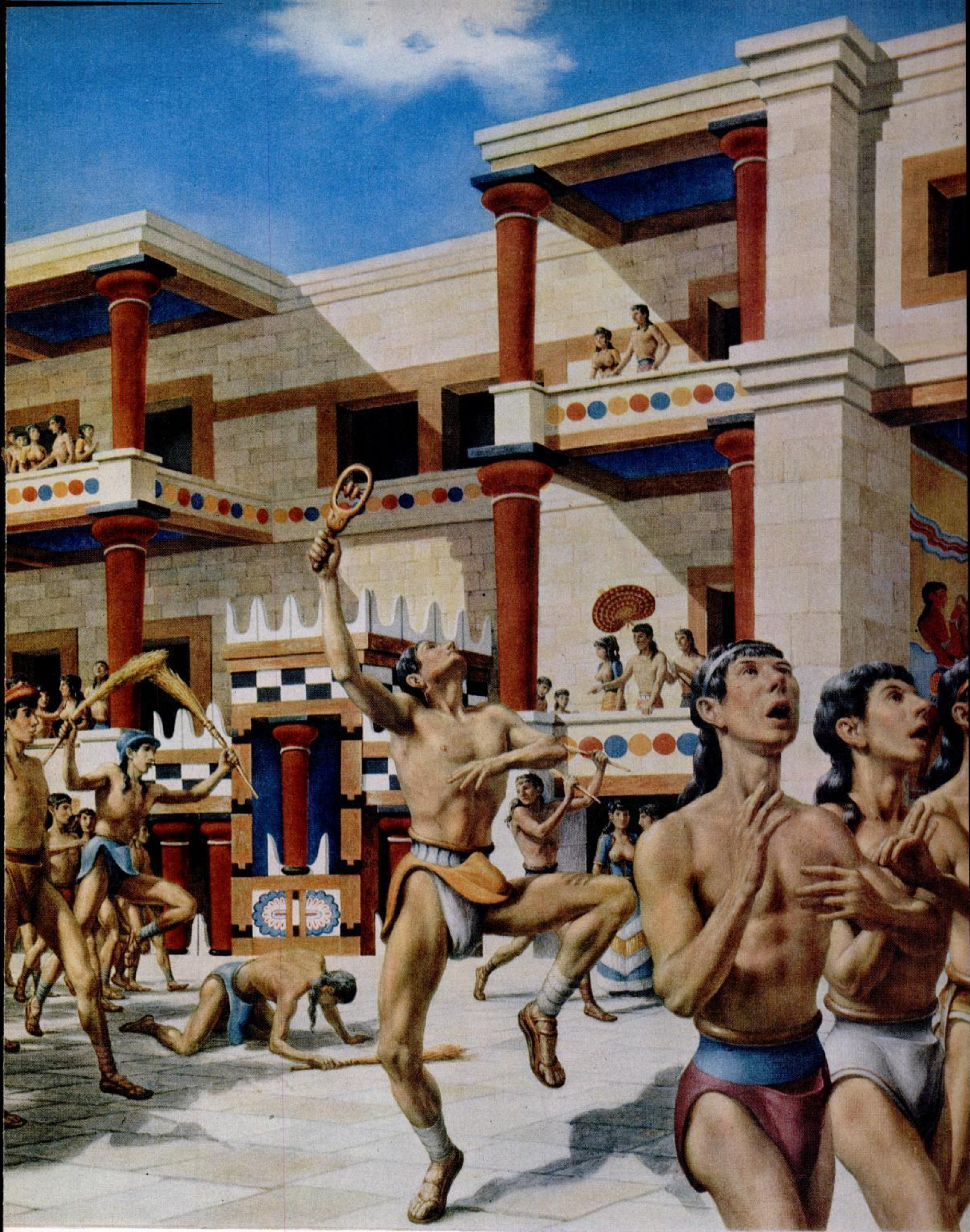
The Minoans arose swiftly from the rubble and guided Crete into a new and still more glorious era, the age of the second palaces, which endured another three centuries to 1400 B.C. The Minoan navy ruled the seas and Minoan merchantmen sailed busily from Asia Minor to Sicily and from the Dardanelles to the Nile, exporting pottery and metalwork, wine and olive oil, and returning with cargoes of tin, ivory and foreign produce. Minoan craftsmen reached new summits of inventive artistry; their taste set esthetic standards throughout the Aegean world. At all three palace sites new edifices arose on the old foundations, larger and more

magnificent than before. But where the political and cultural balance of Crete had formerly been divided among them, the Palace of Minos at Knossos now emerged as the undisputed center of power.

This palace, situated in a fair and fertile area, was one of the most extraordinary constructions of all time. Built on foundations dating back to 2000 B.C., it was repeatedly remodeled and revised, expanded and embellished by successive rulers as their fancies or the exigencies of time and earthquakes required. Not planned as an architectural entity and devoid of the symmetry and order dear to the later Greeks, it evolved as a maze of apartments, corridors and colonnades, light wells and staircases, rambling over more than six acres of land and rising at least three stories in height, all put together from a combination of masonry, rubble

**FOLD OUT—DO NOT TEAR**

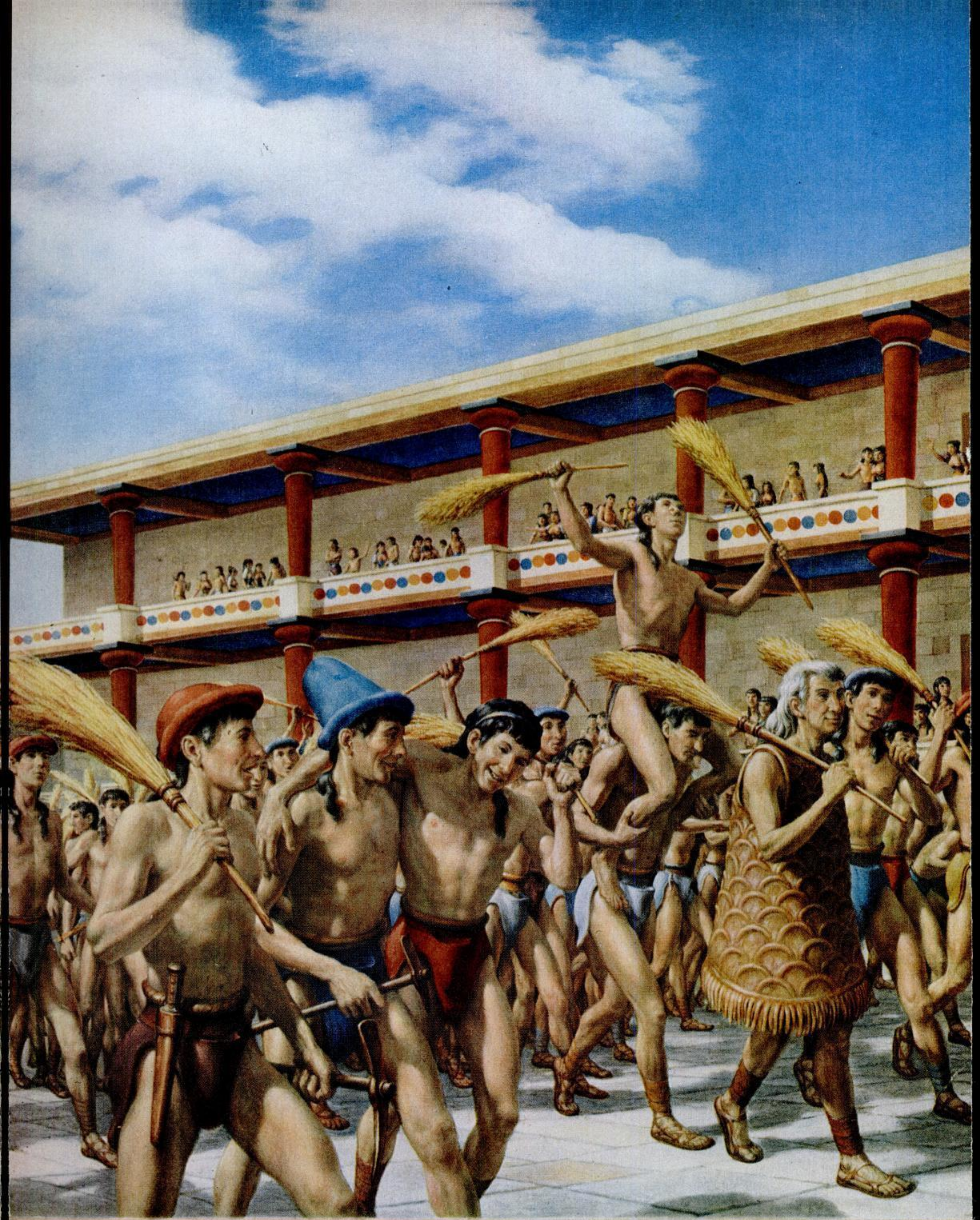




mantle decorated with a pattern of inverted scales. One of the celebrators has stumbled and fallen, another is borne aloft on his companion's shoulders. From the brightly painted balconies and porticoes of the western facade of the court,

the palace personnel witness the happy revelry. In the middle of the facade, directly behind the fallen harvester, stands a small columnar shrine, dedicated to a patron goddess and adorned with white horns of consecration. To the





**A HARVESTERS' PROCESSION**, cavorting through the great central courtyard of the Palace of Minos, is a high point in a ceremony of thanksgiving to the nature deities at the end of a bountiful season. In the van are four singers

and a capering musician jingling a sistrum, an Egyptian noise-making instrument. Behind them march the laughing harvesters, waving sheaves of grain, and led by a noble landowner, a gray-haired man wearing a fringed leather





ordinary citizens met with palace personnel. The left-hand roadway ran northward to the harbor town on the Aegean three miles away. In the middle background, beyond the cypress trees and olive grove, the houses of the town of Knossos stand.

and wood. But unlike the labyrinth of later legend, it was airy and comfortable and adorned throughout with brightly painted pillars, frescoes and decorative facades. Perhaps its most remarkable feature was a complete absence of fortifications, bespeaking either a tranquil time or the adequacy of the Minoan navy for defense.

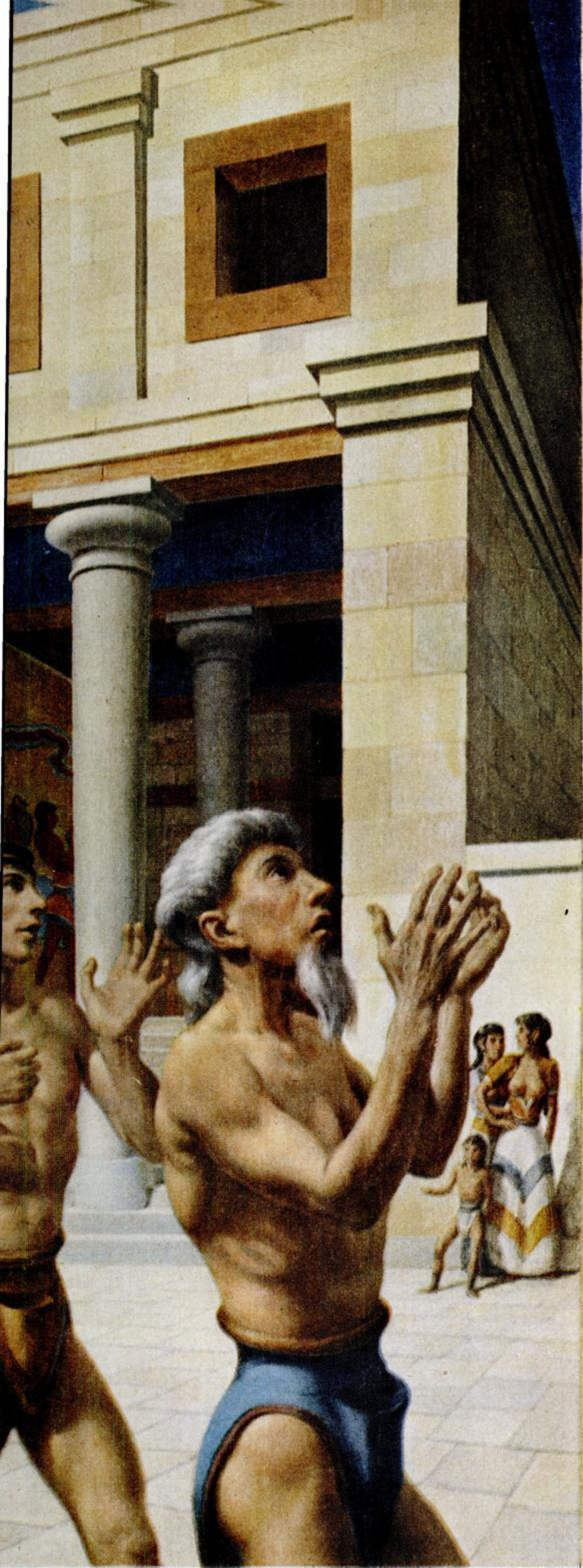
Around the royal residence lay the community of Knossos, a thriving city which, including the harbor town three miles north, encompassed a population estimated at 100,000. Knossos was not only the greatest city in Europe but the rival of any Asiatic metropolis. It held both opulent mansions and ordinary houses like those shown at right. From here a network of well-paved roads spread outward, linking the inland communities of Crete to the seaports which were the centers of the Aegean trade.



**TOWN HOUSES** at Knossos, as painted on Minoan plaques, had flat roofs, paired windows and curious raised "attics." Some employed horizontal beams (left), some used masonry (right), others showed beam ends for decorative effect.

CONTINUED





right a staircase and entrance hall lead to the official and administrative sections of the palace. The artist's interpretation of this scene is based in part on the carvings of the so-called Harvester Vase shown in the photograph at upper right.



**THE HARVESTER VASE**, carved from black steatite, shows a thanksgiving procession, led by a man in a fringed mantle, followed by celebrators. The lower part of the vase is restored.

## A JOYOUS PEOPLE

**I**N their own art the Minoans revealed themselves as a gay and joyous folk. Physically they were of Mediterranean stock, with dark, curly hair and slender bodies. The men shaved their beards and wore their hair long. The women made up elaborately, employing an abundance of lip rouge and eye shadow, and affected intricate coiffures. Handsome and self-assured, they carried themselves proudly and displayed a special predilection for wasp waists. They enjoyed dancing, festivals and a variety of sports including boxing and wrestling, as well as their own hazardous diversion in the bull ring.

The ancient Cretans may also have been a democratic people who, linked by their insular economy, banded together on occasion to celebrate a good harvest. From paintings and other works of art, like the vase shown above, come tantalizing glimpses of antique pageantry. Inside the palace at Knossos a long passageway called the Corridor of the Procession is decorated throughout its entire length with one of the most ambitious of all Minoan frescoes, portraying a colorful parade of more than 350 human figures. Although the ravages of time have obliterated most of them, the few remaining sections reveal certain striking individuals of various estates—stalwart and noble youths garbed in intricately patterned kilts with gold and silver girdles and bearing votive offerings, musicians in ankle-length robes, maidens, priests and priestesses.

Like all ancient people, the Minoans were dependent on the vagaries of nature for their well-being. And the physical resources of Crete were meager. Although the population was concentrated around the three royal palaces and their surrounding cities, many towns and villages dotted the eastern and central parts of the island. Most of them were farming or fishing communities; some were seaports or trading centers; here and there an individual settlement flourished by virtue of its special arts and skills. Throughout all of Crete, however, the country was mountainous, the soil poor and water scarce. Intensive cultivation was confined to small coastal and upland plains, suitable chiefly for the raising of olives, grapes and grain or the husbandry of cattle, sheep and goats. Hence both on land and sea the Minoans looked to nature for survival, and when it was good to them they gave thanks with exuberance and joy.

CONTINUED





## INSIDE THE PALACE

**C**OMPLEX and labyrinthine as it was, the Palace of Minos was cleanly bisected by the great central court shown on the preceding page. The west wing housed the administrative section, throne room, shrine, business offices, halls of state, reception chambers and the royal magazines (*opposite page*)—a series of narrow store-rooms, ranged along a corridor 130 feet long and 10 feet wide, stocked with huge jars and goatskins of olive oil, wine and grain. The east wing contained the residential quarters of the palace. Here, beside the royal suites, were countless opulent apartments and private chambers, arranged with an eye to comfort and hygiene. A notable feature of Cretan architecture was the provision made for sanitary convenience. The Minoans had the best plumbing known to Western civilization until the

Roman Empire, and thereafter until modern times. At Knossos private toilets fed into a central system of stone drains and pottery pipes.

The focus of activity in the east wing was the queen's chamber (*above*) where, surrounded by her ladies in waiting, she held court, entertained friends and attended to the innumerable cosmetic and sartorial chores imposed by Minoan custom on ladies of high estate. All evidence indicates that the position of women in Minoan society was free and, in many ways, quite modern. The women enjoyed a social status equivalent to that of men. Within the Minoan religion the chief deities were goddesses, and the secular art of Crete depicts women at public festivals, mingling in crowds, appearing with men in athletic events. Their faces are saucy, impudent and flirtatious. Their long hair is elaborately curled and bedecked with jewels. They wore flaring skirts, and the tight bodices of their dresses, as represented in paintings and statuettes like the one shown at right above, were cut low to expose the bosom.



CARNELIAN SEAL  
WITH BULLS





**IN THE QUEEN'S APARTMENT**, ladies in waiting divert themselves by spinning wool and playing games while her majesty, seated nude at left, gets a hairdo and a manicure. The chamber is illuminated and ventilated through air shafts, a feature of Minoan architecture. A marine fresco adorns the far wall.

**IN THE ROYAL MAGAZINES** workmen transport goatskins filled with olive oil and wine into the storerooms, while a scribe keeps accounts on a clay tablet. In the center middleground a man places a wooden box containing valuables in a sunken repository which will be closed with heavy stone slabs.

## MINOANS CONTINUED



**MINOAN DRESS** featured a full-length skirt, flared and flounced, combined with a tight-fitting, short-sleeved, completely open bodice. The style is represented here in a faience statuette of a Cretan goddess. Highborn Minoan ladies augmented their attire with tasteful jewelry—rings, bracelets, necklaces, earrings and charms like the golden fish and frog shown above and below. The fish dates from around 1500 B.C., the frog from around 2000 B.C.



CONTINUED





**THE SNAKE GODDESS** was one of the principal deities of ancient Crete. This statuette, carved in ivory and embellished with gold, stands in the Boston Museum of Fine Arts.



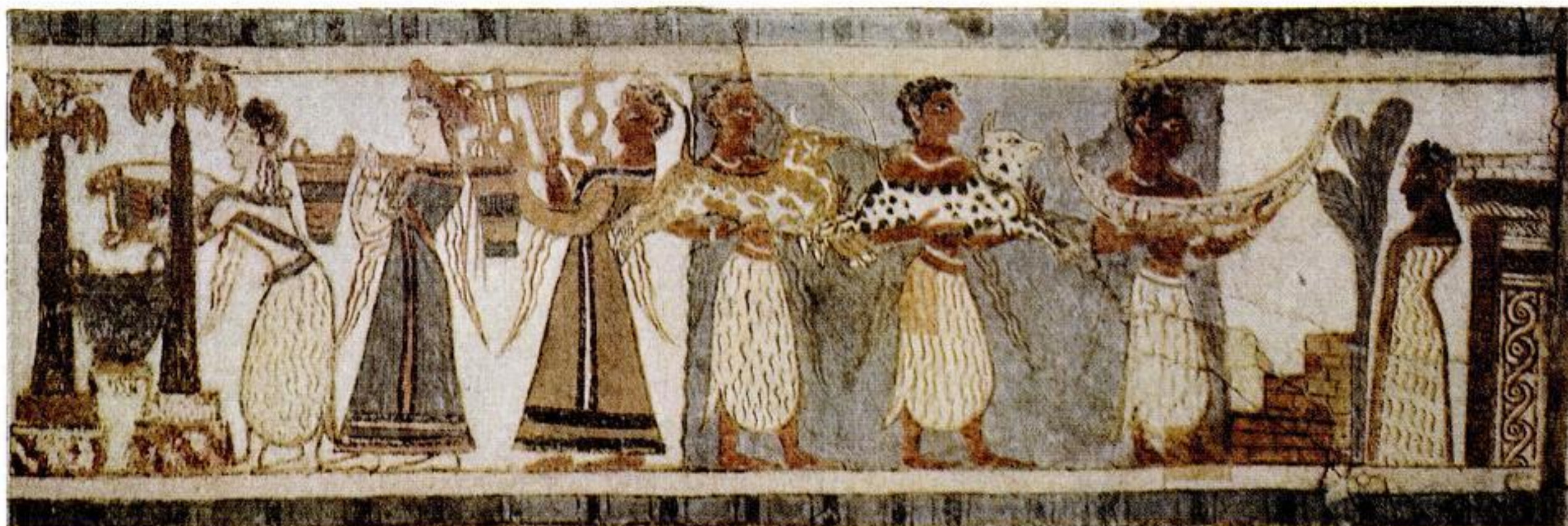
**A MINOAN TREE CULT** is depicted on this gold signet ring. The priestess at left grasps a tree while another votary raises her hands in adoration of the central female figure who is probably a goddess.

## THE SACRED CAVES

**U**NLIKE the people of Egypt and Sumer, the Minoans reared no monumental temples to the deities of the unseen world. Instead they equipped their homes with tiny sanctuaries, seldom more than a few feet square, consecrated to private rites of worship. The most impressive places of Minoan religion, however, were created not by man but nature—in the depths of limestone caverns like the sacred Cave of Psychro (right) high in the mountains of eastern Crete. To this cave and many others the Minoans journeyed constantly, offering animals in sacrifice and leaving votive gifts—vases and vessels, statuettes and simulacra, double axes and horns of consecration—which they placed reverently among the stalagmites in tribute to whatever deities they acknowledged.

Through the tangible testimony of the caves and private shrines something of the nature of this ancient faith can be dimly discerned. The principal deity of ancient Crete was apparently a goddess, garbed in high Minoan fashion. Sometimes, as at left, she is portrayed grasping snakes. Since snakes appear in primitive religions both as symbols of the dead and as household guardians, the Minoan goddess may be either a ruler of the underworld or a domestic deity. Elsewhere she is shown in association with birds and trees, sometimes in a mood of joyous exaltation, sometimes sunk in sorrow. Occasionally she appears in the company of a male deity, possibly her consort, possibly a son. But whether many goddesses are thus implied or simply varying incarnations of one, no one now can say.

In any event fragmentary traces of the ancient Cretan cult persisted into historic times and became absorbed eventually in the religion of classical Greece. The goddesses Athena and Artemis had a pre-Hellenic and perhaps Minoan ancestry, and Zeus supposedly was born in a Cretan cave. "Indeed the majority of the gods," the historian Diodorus wrote 14 centuries later, "had their beginning in Crete and set out from there."

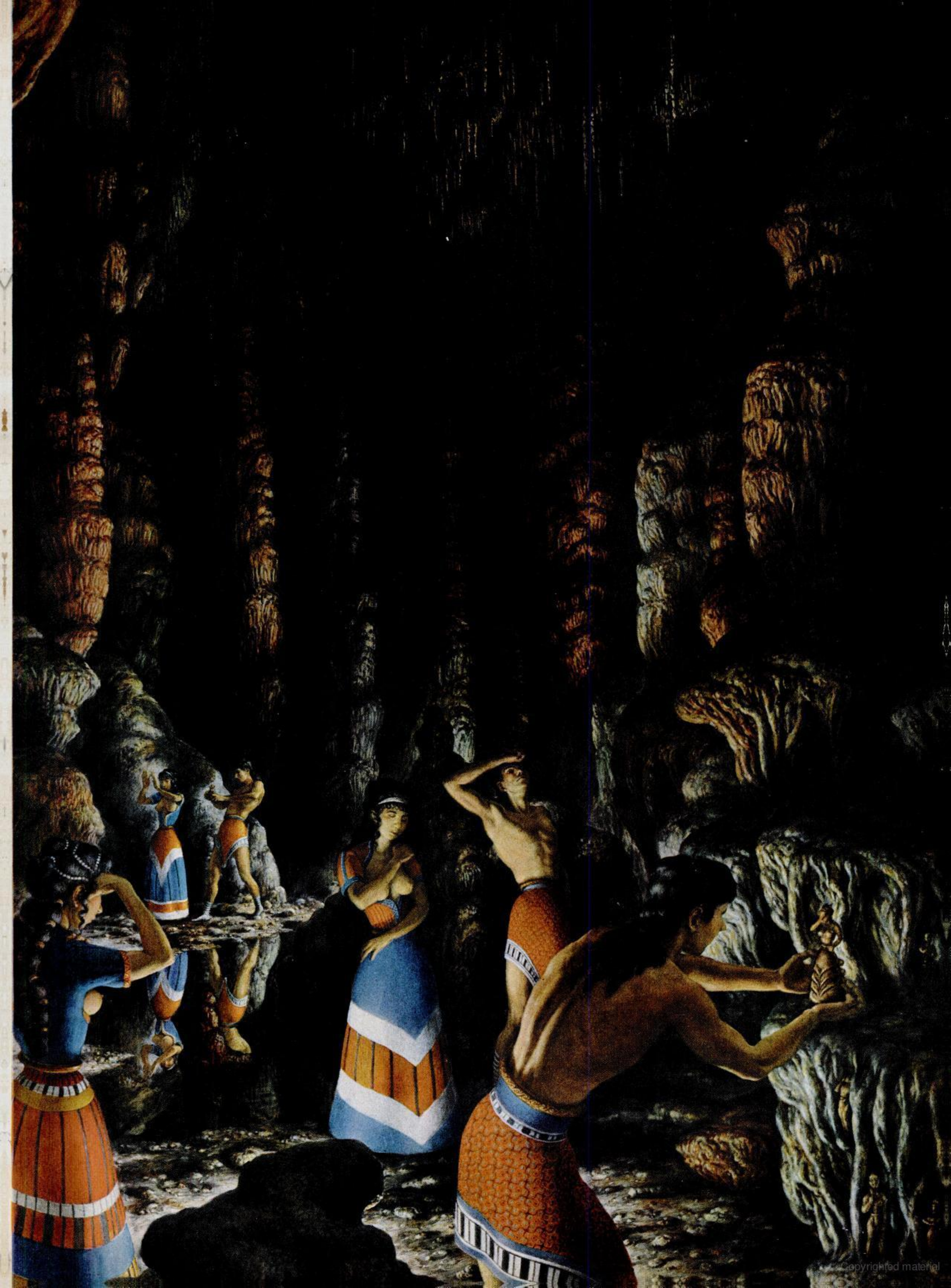


**A CULT OF THE DEAD** entailed a ritual shown here on the panel of a sarcophagus. At left a priestess pours a libation, while three priests offer calves and a boat to an image of the dead man who stands at right.

**THE HOLY CAVE OF PSYCHRO** was a shrine for pilgrims. Here a worshiper (right) places a statuette on a rock ledge while his companions stand silent in awe. Other images may be seen among the crannies.









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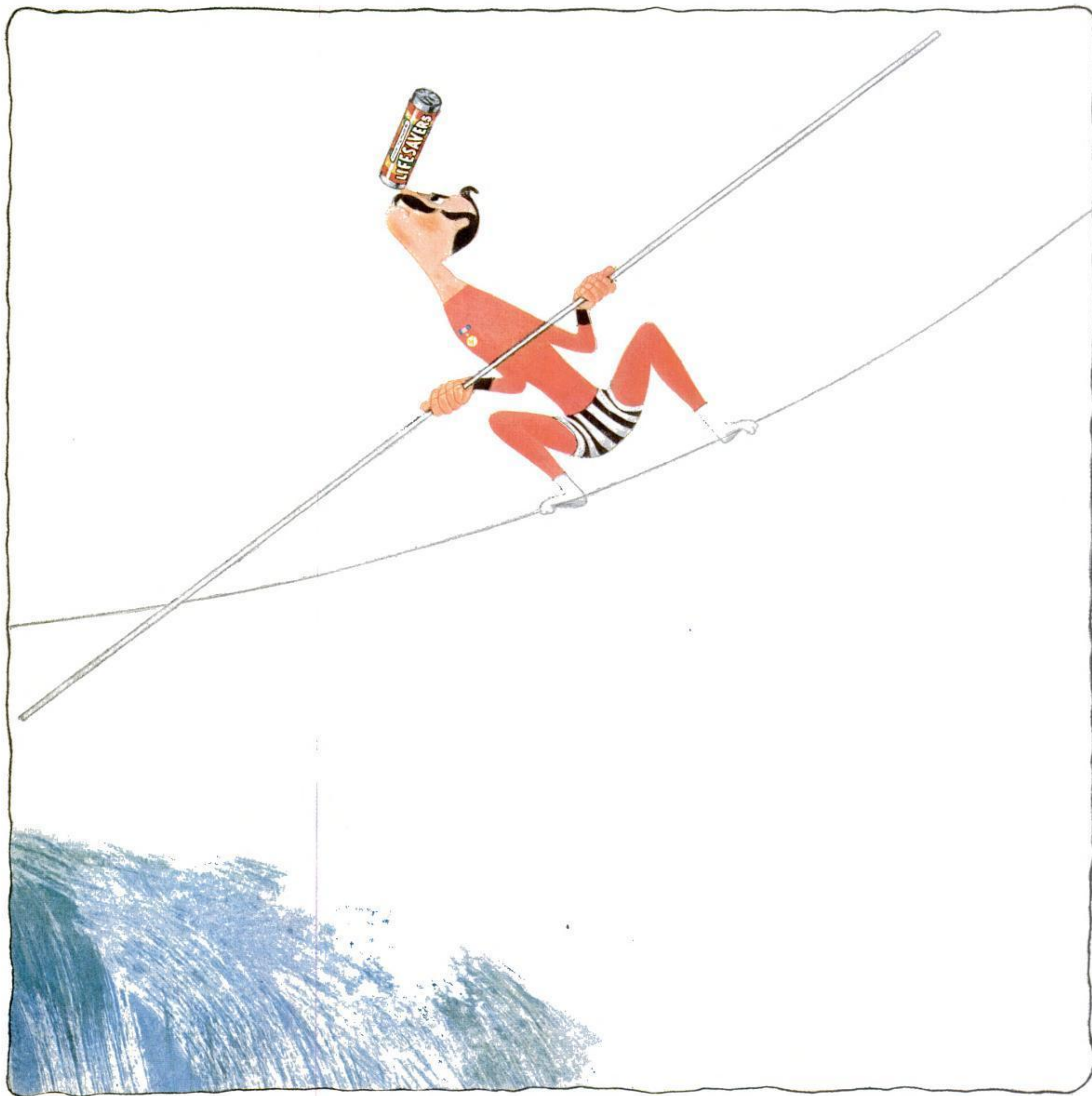


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ENTRY TO PALACE OF MINOS WAS PARTIALLY RESTORED HALF CENTURY AGO

## THE MYSTERY OF AN ISLAND'S FALL

IN 1400 B.C. Minoan civilization came to an end. Once again a huge and mysterious catastrophe overwhelmed the island of Crete. The splendid palace at Knossos vanished into rubble, a good deal of it cindered and charred by fire. But whereas in 1700 B.C. the Minoans gloriously arose from the ashes, this time there was no renascence. Life continued, but in a minor key. Knossos, after an interval of void, was partially reoccupied. Settlers pushed westward into previously uninhabited areas of the island. But all of the old glory, wealth and power that had made Crete dominant in the Aegean world were extinguished forever.

Of this enormous holocaust not a word was recorded in the writings of the later Greeks, nor to this day has any hint of it emerged from the cryptic tablets of the Minoans themselves. In view of the finality of the disaster some scholars have held that invaders from the mainland of Greece, where a vigorous and related culture had already evolved under the leadership of the city of Mycenae, home of Agamemnon, might have overrun the island and subjugated the Cretan populace. Others have suggested more recently that the ultimate destruction of the palaces was wrought by the Minoans themselves, rising in rebellion against foreign conquerors. Yet, as in the case of previous tragedies, the scope of the cataclysm was so vast as to intimate that perhaps an earthquake wreaked the far-flung havoc.

There is evidence, however, that Knossos lay under powerful

CONTINUED



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A MINOAN GIRL, large-eyed, curly-coifed, garbed in a ritual robe, is depicted in a fresco found in the Palace of Minos at Knossos.

#### MINOANS CONTINUED

Mycenaean influence during the latter days of its existence. Whether the Mycenaeans exerted merely a cultural force or dominated Crete politically is not known. In Minoan art—painting and pottery—pronounced revisions in style became manifest, notably a swing away from naturalism toward more formal and conventional motifs that were characteristic of the mainland. The most significant and dramatic change, however, took place in Minoan writing.

During the 600 years of Crete's heyday, three distinct types of writing evolved. The first of these, which appeared during the first palace period (2000–1700 B.C.), was a hieroglyphic system containing 135 symbols. This form died out with the destruction of the first palaces, whereupon a more sophisticated script came into use, known to scholars as Linear A. Its 75 characters presumably represented combinations of consonants and vowels forming syllables. None of the hundreds of clay tablets inscribed with these first two systems of Minoan writing has ever been deciphered.

During the last few decades of the Minoan age, however, a new and different form of writing made its appearance at Knossos—but only at Knossos and nowhere else on Crete. This third and final system is known as Linear B, and though related in some ways to Linear A, it is an entirely different language. In 1939 a hoard of Linear B tablets was found on the Greek mainland at Pylos, a Mycenaean site famed in the *Iliad* as the home of the wise counselor King Nestor, suggesting that either the Minoans had colonized the mainland or that the Mycenaeans had occupied Crete. More tablets came to light after World War II at Mycenae itself but scholars still were unable to read them.

Four years ago an Englishman, the late Michael Ventris, an architect by profession, finally deciphered Linear B. By laboriously

CONTINUED

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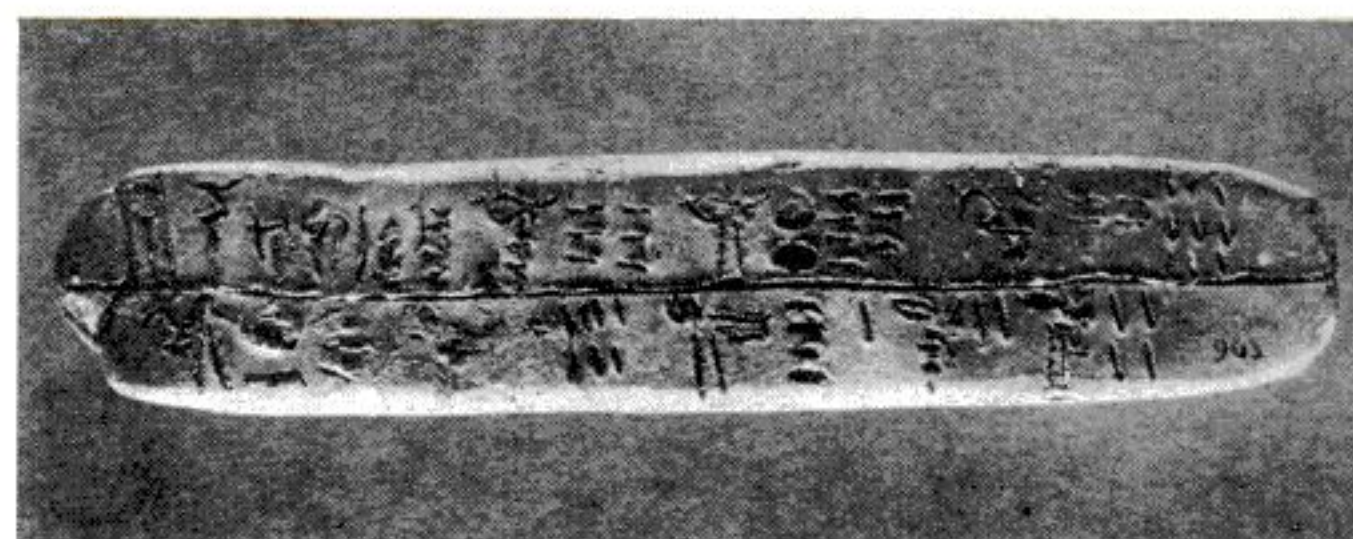
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A CLAY TABLET, dating from 1450–1400 B.C., shows Minoan writing of the so-called Linear B script, which was deciphered four years ago. Drawn with a stylus, the inscription is an inventory of farm animals: e.g., rams, 60; ewes, 270.

### MINOANS CONTINUED

employing code-breaking techniques, he finally managed to translate the script. To his own surprise, it proved to be an extremely archaic form of Greek, the ancestor of classical Greek and the oldest European language that had ever been found. The discovery has had a profound effect on Greek studies. Until then the earliest known record of Greek consisted of an inscription on an Athenian vase, dating from 750 B.C., which read: "The dancer who performs most gracefully of all shall receive this." It had always been assumed that the Achaeans (as Homer called them) of prehistoric Greece were illiterate. Blind Homer himself recited his epic verses and mentions writing just once in his poems. By his discovery Ventris proved that 200 years before the Trojan War the Greeks could read and write.

Despite Ventris' great triumph, the decoding of Linear B helped little in explaining the mysterious fall of Crete. For the tablets consisted mostly of inventories—of animals, agricultural products, textiles, personnel and military equipment. They disclose no history, no poetry, no philosophy—nothing that throws a clear light on Minoan civilization. They do contain, however, references to gods and goddesses who supposedly were introduced to Greece centuries later. And they further illuminate the interrelationship of Minoan and Mycenaean cultures.

After the downfall of Minoan civilization, Crete was absorbed into the mainstream of the later Hellenic world. Homer indicates that the Cretans played a part in the Trojan War. In 1100 B.C. when the so-called Dorian Invasion occurred, the Bronze Age civilization of Greece came to an end, and for several centuries, until 750 B.C., a slow transitional period, sometimes referred to as the Greek Dark Ages, ushered in the classical period of Greek culture. Crete was a trade center, and Greek tradition gave it credit as a fountainhead of law. In 67 B.C. Crete became a Roman province. After that, in the centuries that followed, the island was occupied by the Saracens, the Venetians, the Turks, and in 1941 by Nazi paratroopers.

Today Crete is politically a part of Greece. Little remains of its antique splendor but the jumbled ruins of crumbled palaces and empty towns. Of these the greatest relic is the Palace of Minos, whose remains were excavated by Sir Arthur Evans a half century ago, and still sprawl today upon their Cretan hillside in intricate complexity. The throne of Minos is still guarded by its griffins. And the mazes of crisscrossing walls, corridors, light wells and truncated staircases still loom as a monument to the Minotaur, the stories of Theseus and Ariadne, and the brilliant civilization that the Minoans brought into being 4,000 years ago.

### ACKNOWLEDGMENTS

LIFE is indebted to the following scholars and institutions for aid in the preparation of this chapter of "Epic of Man": Professor Spyridon Marinatos, Director of the Department of Antiquities, and the Archaeological Council, Kingdom of Greece; Mr. Nicholas Platon, Director, and staff of the Heraclion Archaeological Museum, Crete, Greece; Alan J. B. Wace, Professor Emeritus, Cambridge University; British School at Athens; Boston Museum of Fine Arts.

## NEXT: HEROIC GREEKS, ADVENTUROUS PHOENICIANS





## Only the RCA WHIRLPOOL has **Built-in Lint Filter** plus 2-speed washing, plus money-saving Suds-Miser®!

Clothes are cleaner—lint is gone. No "snowy specks" on dark socks, corduroys and sweaters. This new RCA WHIRLPOOL has a *built-in* lint filter that works full-time at any water level. No gadgets to get in the way when you load and unload clothes.

"Built-in" savings, too! A slower separate agitator speed—and 3 water heats—to save


the life of delicate clothes. Suds-Miser—and a water level control for any size load—saves soap and water, too.

See this RCA WHIRLPOOL and *all* its advances at your RCA WHIRLPOOL dealer's.

**All-porcelain** white or Match-maker colors—pink, yellow, green. Matching gas or electric dryers, too.



# Whirlpool

Whirlpool-Seeger Corporation, St. Joseph, Michigan.  
(Use of trademark  and RCA authorized by trademark owner, Radio Corporation of America.)

**Lint is trapped here**—grit and soap scum, too. Rinse, replace.



**Normal speed** for regular wash—65 agitator strokes a minute get dirtiest denims clean.



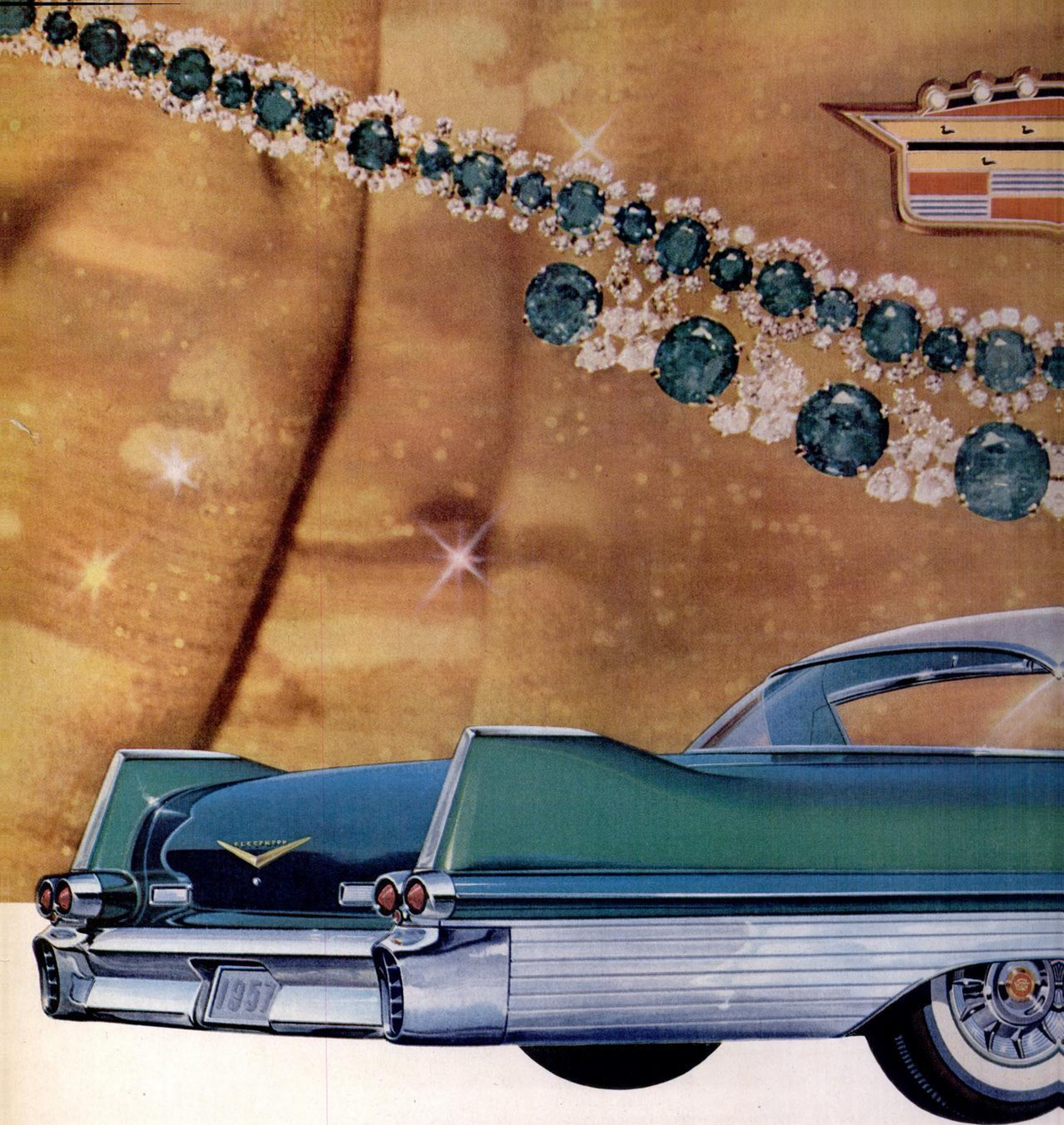
**Gentle speed** eases dirt from finer things (42 slower, swishing strokes); slower spin.



**Exclusive Suds-Miser** lets you re-use hot, *filtered* suds safely.







## Magnificent Beyond All

When a new Cadillac car is imminent on the American motoring scene, it is usually expected that the car will be dramatically advanced . . . and that it will raise the world's standards of automotive excellence.

But no one, not even Cadillac owners themselves, was fully prepared for the beautiful new Cadillac pictured above. This brilliant creation literally outdistanced the fondest hopes.

But then, how could anyone have anticipated a motor car as beauti-

ful to behold as this newest "car of cars"? Its graceful, flowing lines and its great majesty and elegance are simply without precedent in the annals of automotive design.

And how could anyone have foreseen a motor car of such rare luxury and comfort? Inside are fabrics and luxuries and appointments beyond anything ever offered before in a modern day motor car.

And how, to be sure, could anyone have predicted a motor car so





*Jewels by Harry Winston*

## Expectations !

brilliant in performance? Its magnificent new power and responsiveness and its extraordinary ease of ride and handling have no counterpart even in Cadillac's glorious past.

We suggest that you pay an early visit to our showroom for a personal inspection and demonstration of this new 1957 Cadillac.

Come with your hopes set high—and you'll still be very pleasantly surprised with this latest and greatest of Cadillacs!

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★ YOUR CADILLAC DEALER ★



# The 5 stages of the common cold

## *and how to attack each*

# 1

RED  
AREAS

### SNEEZING, SNIFFLES AND STUFFY NOSE

Coldene contains two medicines that relieve sniffles caused by allergies and shrink swollen membranes to open up the passages in your nose fast.

# 2

BLUE  
AREAS

### SORE THROAT

Here three important medicines in Coldene bring long lasting relief to tickling sensations and irritated tissues. Many remedies do not provide sustained relief. In addition, a soothing syrup helps to reduce the rough, raw feeling.

# 3

GREEN  
AREAS

### CONSTANT COUGHING

caused by a sore or irritated throat. Coldene helps relieve the bronchial spasm which causes coughing. And, because it eases swallowing and reduces the tickling sensation, it helps bring relief.

# 4

YELLOW  
AREAS

### TIGHT CHEST

occurs when sore and inflamed bronchial membranes produce phlegm. Coldene uses a proved expectorant to thin down and loosen the phlegm.

# 5

PINK  
AREAS

### MUSCULAR ACHES

create restlessness, increase tension. The pain-killer in Coldene is noted for helping to produce sustained relief from these torments. Other carefully selected compounds help promote the rest needed for recovery.

## Coldene, and what it is :

IT'S LIQUID,  
it goes to work faster

IT'S POWERFUL,  
gives feelable relief in minutes

IT'S COMPLETE,  
takes the place of a nose spray,  
antihistamine, gargle, cough  
syrup, chest-rub, and pain-killer

## Coldene

A NEW IDEA IN COLD MEDICINES.

YOU'RE BOUND TO FEEL

BETTER ALMOST

AT ONCE

ONLY

# \$1.00



### PARENTS NOTE:

### *Children like Coldene*

Children take Coldene easily because it's a liquid and because it tastes good (wild cherry!). They can swallow it much easier than even small tablets.

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BATAVIA, ILL.

## Why Coldene "catches your cold" no matter which of 5 stages it's in

Coldene is unlike any cold-and-cough medicine ever offered over druggists' counters. Furthermore, it doesn't rely on the limited effect of one or two drugs, but *unites the powers of several* potent ingredients . . . all in proper balance.

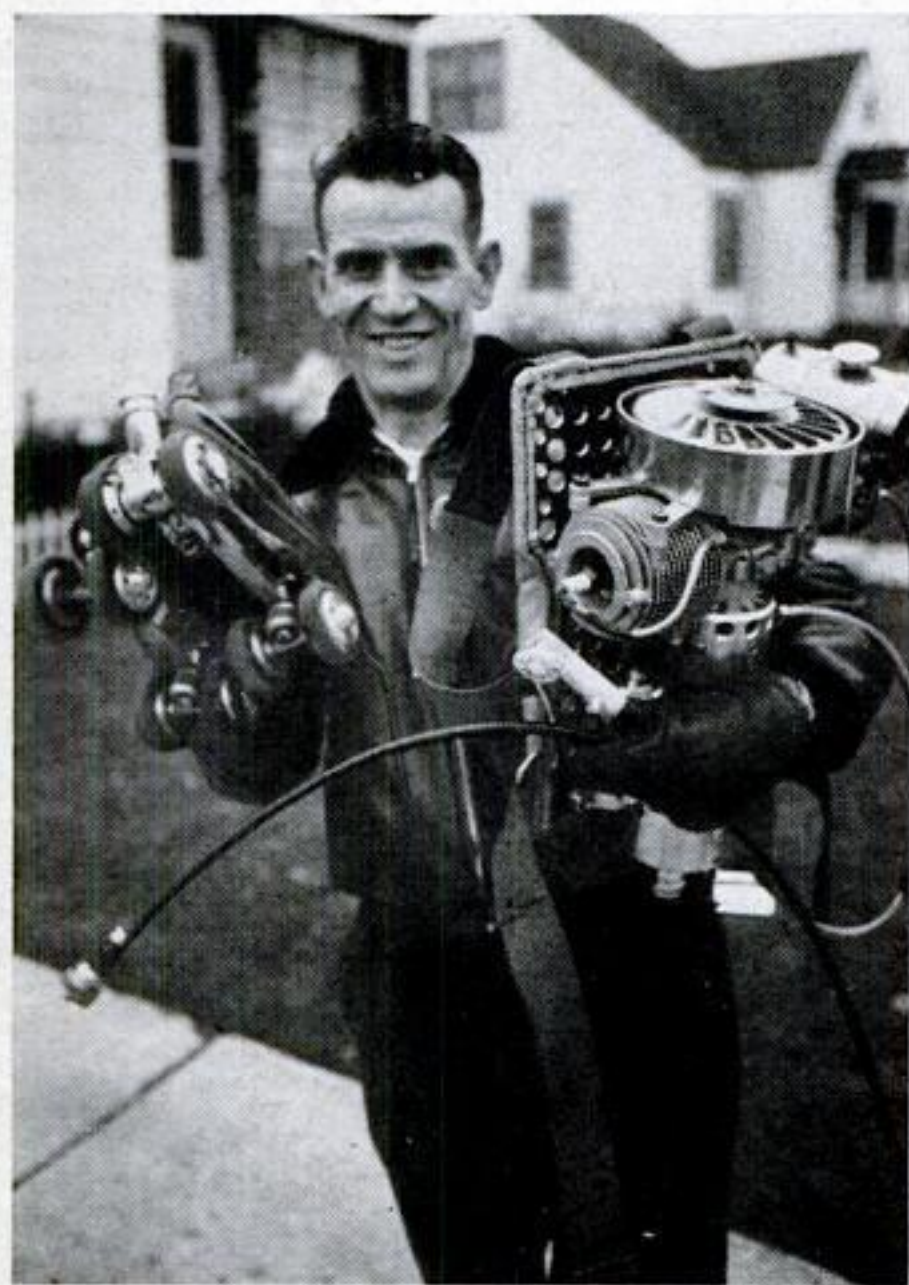
Coldene is a prescription-type medicine. It contains a powerful new ingredient previously unavailable in medicines sold over the druggist's

counter. This ingredient, together with a pain-killer, an expectorant and an anti-allergen, tell you why Coldene is so effective and versatile.

Again Coldene is *different!* Because *it's a liquid*, it is absorbed into your blood stream at once. That's why Coldene gives *feelable relief in minutes. Fastest-acting and most complete cold medicine* you can buy without a prescription.



# Scooting with 40-mph Skates



**HOPEFUL INVENTOR** Pirrello displays motorized rig that he made in his basement workshop.

## A PIGGY-BACK MOTOR DRIVES THE ROLLERS

If you are not too particular about survival, you too can whiz along your block on motorized roller skates. Doing his bit for the age of locomotion, a 42-year-old machinist named Antonio Pirrello (*above*), who works at the General Motors Technical Center near Detroit, has invented a gadget that propels a skater at speeds up to 40 mph.

A one-cylinder gasoline motor, that weighs 22 pounds and is worn like a camper's pack, feeds its power through a cable to gears on the rear wheels of the right skate. The skater in motion grips a throttle with one hand and a clutch control with the other, using the left skate to help steer and hoping for the best because the skates have no brakes.

Pirrello so far has not ventured out on his motorized models. Instead he got Professional Skater Bernie Schmidt (*right*) to test them. Schmidt said that even at full throttle it was easy. Encouraged, Pirrello hopes to go into production and sell the skates at \$80 a pair. There may also, of course, be the cost of license plates and of collision and liability insurance.

**AT 40 MPH,** Demonstrator Schmidt concentrates → on the road ahead as skates reach maximum speed.





# The Psychologist's Service

REACTION OF MILLIONS TO TESTS  
BRINGS CHANGED WAYS OF WORK,  
NEW PATTERNS OF MASS BUYING

BY ERNEST HAVEMANN

*Previous instalments of LIFE's series on psychology have described the wide influence of this new science in the U.S. and the tools the psychologists use in discovering the basic truths about the human senses, intelligence and learning. This week's article shows how psychological testing on a mass scale has affected the lives of millions of Americans.*

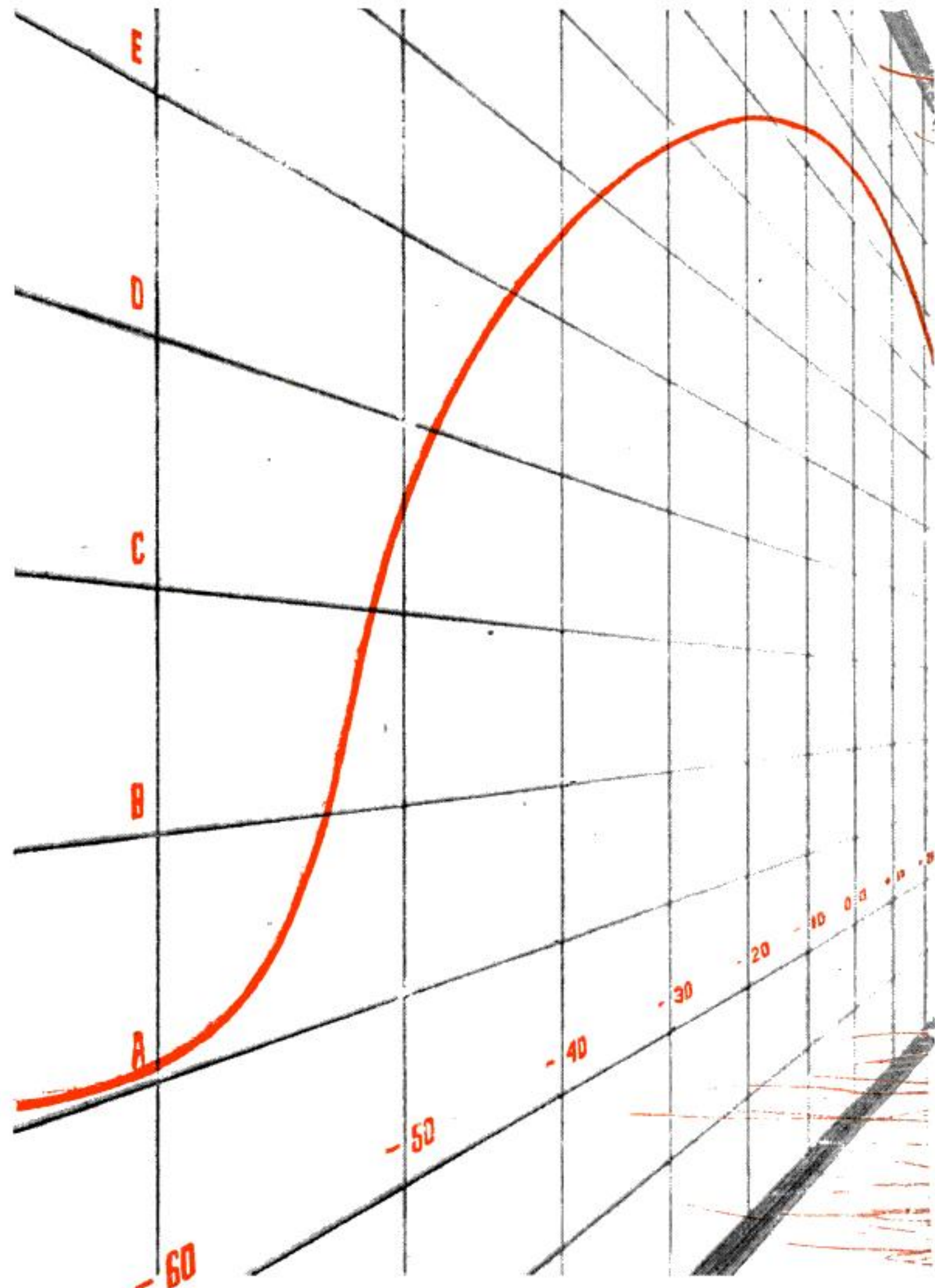
WHEN psychologists were developing their basic principles through laboratory experiments in perception and learning, they never suspected how popular they were about to become. Certainly they never expected to be embraced by the business world. The old-fashioned businessman, after all, had strong notions of his own about humanity. To hire a man, who needed anything more than common sense? Any businessman could look at an applicant, talk to him and tell right away if he was a good worker. Training? You simply put him under a good tough foreman and if he had the stuff he would learn the job; if not you fired him. Hours? The longer the better; anybody knows you can do more work in 60 hours than 50. Morale? There's nothing that a raise won't cure.

It all made good common sense. But when a few pioneer psychologists left the classroom a generation or so ago to study these truisms, they turned out to be mostly untrue. One famous early experiment, conducted in 1916, was directed at learning how well a group of businessmen could judge job applicants in the traditional face-to-face meeting. The interviewers were 23 experienced men, mostly sales managers who hired salesmen all the time. Each of them individually talked to and rated the same 24 applicants. The results were almost as helter-skelter as if the names had been written on sheets of paper and churned up by an electric fan. No single applicant was ranked first by more than three of the 23 interviewers. One man was ranked first by one interviewer—but 16th, 19th and 22nd by others.

A sociologist, first cousin to the psychologists, tried another experiment and pretty well found out what is wrong with the interview method. He assigned 12 people to interview 2,000 homeless men and try to find out what had put them on the skids. Among the interviewers were an ardent Prohibitionist and a confirmed Socialist. The Prohibitionist found that the chief cause of the men's downfall was drink. The Socialist found that the chief cause was capitalism. The moral was that no interviewer can really see beyond the end of his own prejudices.

Out of such experiments has been born the subsience called industrial psychology, which more modern businessmen are heeding all the time. Indeed the application of laboratory knowledge to practical problems, in business and elsewhere, is rapidly becoming the psychologist's chief occupation. A few decades ago psychology's leaders were wondering where jobs could be found for all the students who had become interested in the subject. Now their worry is quite the opposite. With so many young psychologists streaming off the campus to take well-paid work in industry or government, the problem is whether the science is being frozen at too low a level of knowledge for lack of sufficient people doing pure research.

Perhaps the best-known application of psychology in our daily lives is the test—not just the intelligence test described in the previous article of this series, but the test for practically everything the human body can perform or the mind conceive. There are individual tests and group tests, written tests and oral tests; many are



FACING SYMBOLIC PERFORMANCE GRAPH WHOSE GRID LINES REFLECT

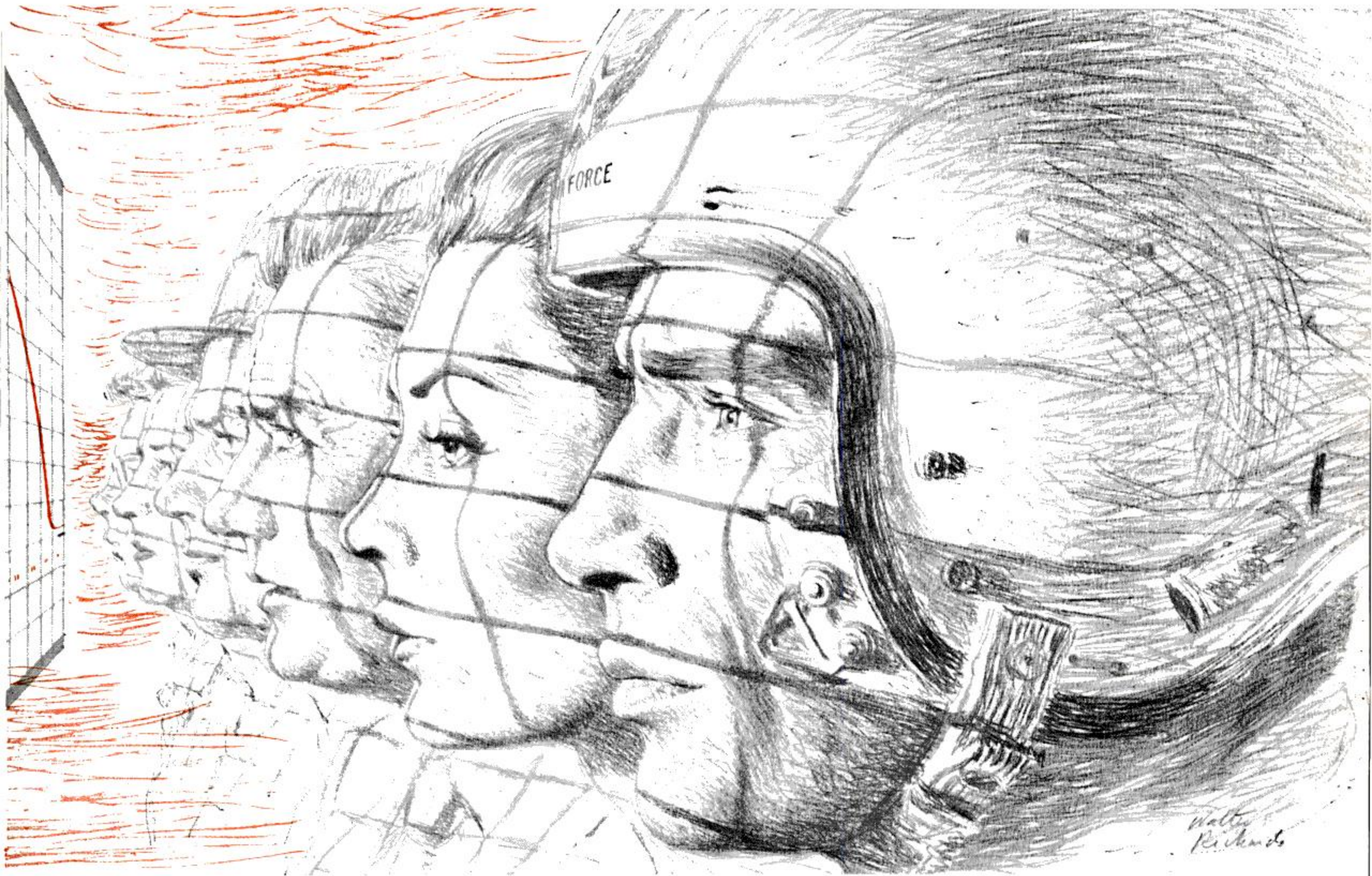
of proven value and some may turn out to be utterly absurd. There are tests for physical skills like manual dexterity and finger dexterity, for such talents as mechanical aptitude and musical aptitude, for personality traits like introversion, extroversion, masculinity and femininity. The manufacture, printing, sale and administration of tests is a multimillion-dollar business. Business firms use them to select the people they will hire and the people who will get promotions. The military services use them to decide which men will become aircraft pilots, radar operators, mechanics or typist-clerks. Colleges and private consulting firms use them to tell young people which careers to attempt.

## How the tests are tested

TEST scores are graded and calibrated according to the techniques of psychological statistics, an adaption of some of the mathematician's tools. The person who takes them is usually ranked on what is called a percentile scale—a score of 75 meaning that he is better than 74.9% of those who have taken the test but not so good as the other 25%, a score of 50 meaning that he stands in the middle, and a score of one putting him at the very bottom. This has led some critics to deplore psychological tests as an attempt to reduce all human affairs to a bleak and mechanical rating system. Others have called the tests an unwarranted intrusion on private lives. But actually even the old-fashioned interview was a test of



# in Solving Daily Problems



ON THEIR FACES, STUDENTS, WORKMAN, BUSINESSMAN, HOUSEWIFE AND FLIER REPRESENT THOSE AFFECTED BY MASS APPLICATION OF PSYCHOLOGY

a kind in which the applicant had to live up to the interviewer's notions of how an applicant should talk. So was the trial period which used to be a standard practice. The only thing different about the psychological tests is that they attempt to establish ratings in an accurate and scientific fashion.

A study of people who had selected their careers on the basis of psychologically sound vocational guidance, based mainly on tests, once showed that 28 had succeeded for every one person who failed. For a similar group not given guidance, the ratio of success to failure was only 50-50. The Army's results are perhaps even more spectacular. It first gives a general intelligence test to its recruits, and the lowest 10% are immediately eliminated as untrainable. It then gives tests for aptitude in radio code, maintenance work, technical jobs, combat and other military tasks. By gearing actual training and assignment to these tests the Army finds it can take the average recruit and get as much efficiency from him as if he had scored 20 percentage points higher in the intelligence test. Thus many of the psychological tests have been proved successful. Unfortunately, the process has become such a fad that a good many phony tests have managed to sneak in undetected; many of those now in general use are about as useful, in the words of one psychologist, "as a rubber yardstick."

The creation of a good, accurate, reliable test of any human ability is an extremely lengthy and difficult process. Suppose, for example, that one is seeking a test for truck drivers, as the Army

actually did over a five-year period. The first thing is to evaluate the standard state drivers' license tests, which most recruits have already passed. (Usually these tests prove very little except that the applicant is breathing and not blind.) The next thing is to try to discover what makes a good truck driver—how the good ones differ from the bad ones in physical characteristics, temperaments, reaction time and various types of knowledge, dexterity and skill, as well as in many matters of personal life and habit. Once it is decided what characteristics seem to make a good truck driver, the test then has to be designed to try to measure these things. Finally it must be administered to thousands of people to find out what constitutes a good or a bad score, and these people have to be followed up to see if the test actually separates the successes from the failures. All this takes a lot of time and money, which have to be invested without guarantee of success. After much work Army psychologists finally came up with a test for truck drivers which seems to be pretty accurate—but they might just as easily have failed.

## Science—or just one man's opinion?

A LOT of jerry-built psychological tests in wide use today have never themselves been tested—or as the psychologist says, "validated"—in this careful fashion. They represent only one man's opinion of what a good test might be and have no more actual scientific value than did the old-fashioned businessman's



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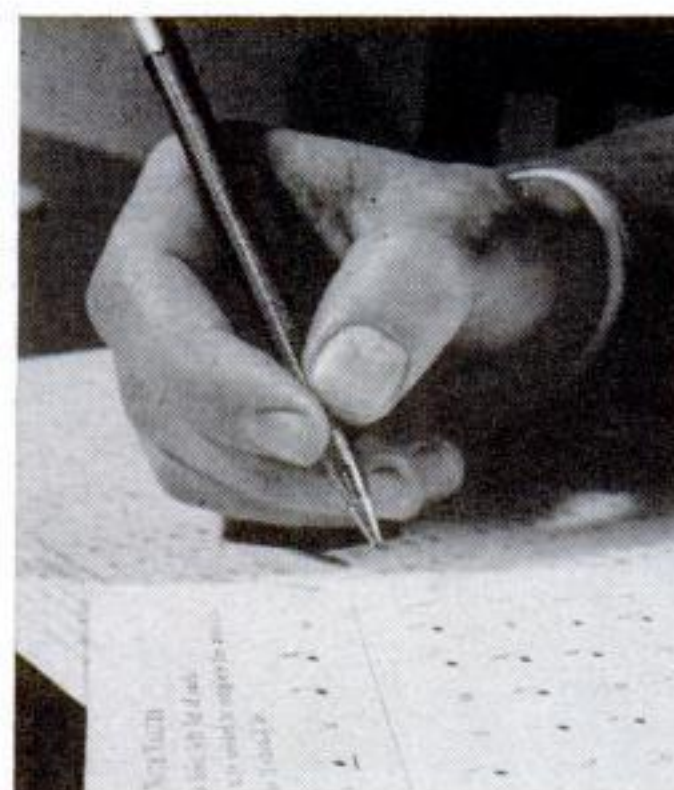
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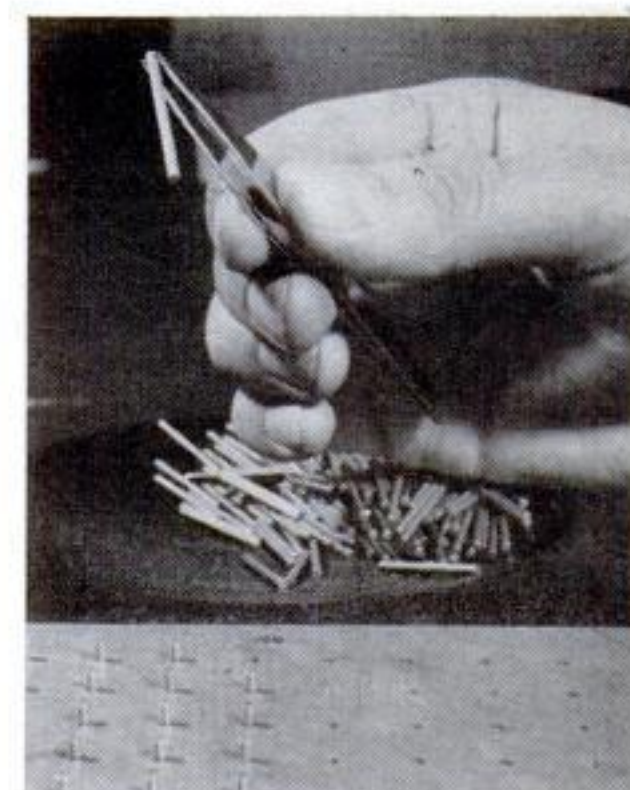
- New co-polymer ingredient in this fine liquid-cream tonic prolongs manageability yet gives hair a natural feel and appearance • Rinses easily from comb and fingers • Effective in controlling loose dandruff • Special active ingredient inhibits bacterial growth—helps maintain a healthy scalp • Unbreakable plastic squeeze bottle—travels light

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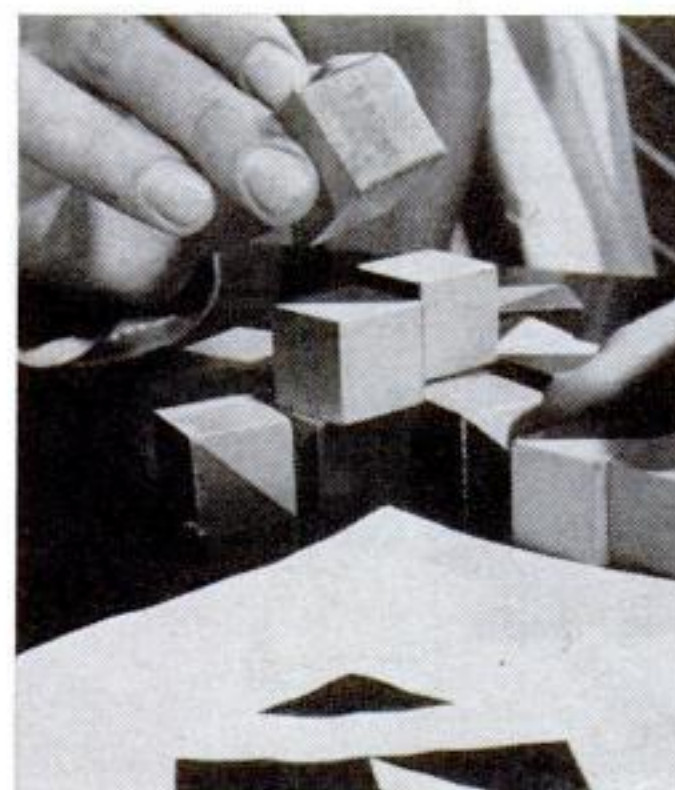
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MUSICAL ABILITY



TWEEZER DEXTERITY



BLOCK ASSEMBLY



HAND COORDINATION

APTITUDE TESTS rate a subject's abilities and intelligence. Test at top left assesses music-reading skill. Tweezer dexterity test (*top right*), in which subject lifts pins and places them in small holes, measures aptitude for intricate work. Block test (*lower left*), for general intelligence, requires the subject to copy a design by using red and white blocks. Nut-and-bolt test (*lower right*) analyzes manual skill needed in many factory jobs.

#### PSYCHOLOGY CONTINUED

snap judgment based on common sense. In this class fall most of the tests used by some companies for the selection of executives. Since nobody has ever proved scientifically what it is that makes a good executive—and since the qualities expected of an executive vary widely from industry to industry and company to company—how can anybody expect to draw up a test?

Even the good tests, moreover, are frequently misused. Some company presidents and personnel men have become so intrigued by the idea of spotting the brightest people in a group of applicants with a 20-minute intelligence test that they have made grievous mistakes. They have assigned extremely quick-witted and easily bored people to run elevators, or sent city slickers with a large and high-flown vocabulary out to sell hog feed to sharecroppers. Even the best of the tests are successful only when used as they are supposed to be used, by trained psychologists—and the more modest psychologists at that. The less judicious psychologists who have gone into industry and succumbed to the lure of quick results and a quick dollar cause much headshaking among their more conservative colleagues.

Inside the office and factory the psychologists have discovered a number of interesting and useful things. They have learned, above all, that fatigue plays a much greater part in the work-day than the oldtime businessman ever realized. The average worker, physical or mental, is at his peak early in the day, as soon as he has got warmed up to the job, and falls off fairly rapidly thereafter, until he is operating at half speed or less at the very end of the day. Even in wartime or other emergency it does very little good to increase the work week past 54 hours, because that is the limit of effective human capacity on a steady schedule. The average worker will get as much done in 54 hours as he will in 60 or 70. Decreasing the work week from 54 hours to 40, which is a matter of 26%, does not decrease output anywhere near 26%, for output per hour goes up as the number

CONTINUED



# New! No milk to heat

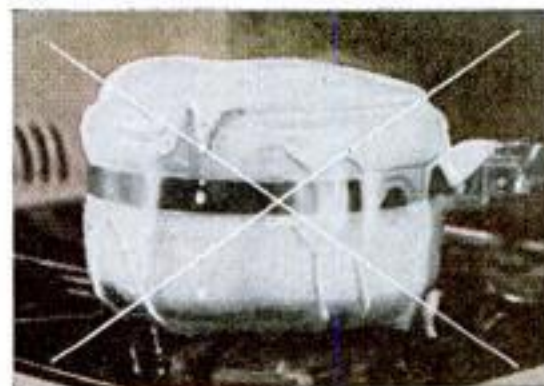
just add water for luscious hot chocolate drink!



## Mixes instantly! Saves your regular milk supply!

Carnation brings you the first *complete* instant chocolate flavored drink. *Already in it*—whole milk's protein, calcium, B-vitamins...rich chocolate flavor...even *extra* vitamins and iron! All concentrated in instant Magic Crystals! It's all-in-one—you just add piping hot water. Bursts into luscious hot chocolate drink, with just a light stir. No cooking, no lumps, no "skin," no *work!* Delicious cold, too—mixes instantly even in ice-cold water. Be sure to try this new Carnation Instant Chocolate Drink discovery *today*.

**P.S.** Delicious cold, too—all the milk nourishment of fresh chocolate drink!



**NO BOIL-OVERS.** No more sticky pans, no "cocoa paste" to make, no messy tins, no "skin"! Simply add piping hot water to Carnation's newest "Magic Crystals"! Bursts into complete, delicious hot-chocolatey goodness!



**JUST ONE TO BUY.** Always handy, ready instantly, delicious hot or cold. No extra flavorings or syrups to buy. Doesn't use up regular milk supply because there's no need to add milk! Does not cake or spoil—no waste.



It's here—a sure way to tell  
if the chicken is fresh...

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*Your guide is the seal that says "Acronized".*

This seal tells you two things: FIRST, it's a top-quality chicken, dressed in a clean, modern plant; SECOND, it's just about the freshest, tastiest chicken you can buy.

For Acronized poultry comes from a great technical advance in chilling fresh-dressed birds for shipment... an improvement that holds the natural goodness of the bird and protects it against loss of freshness.


You get not only more wholesome poultry, but get it consistently... time after time.

Ask your food store for Acronized chicken—now available under many quality brands, all showing the Acronized seal. And remember,

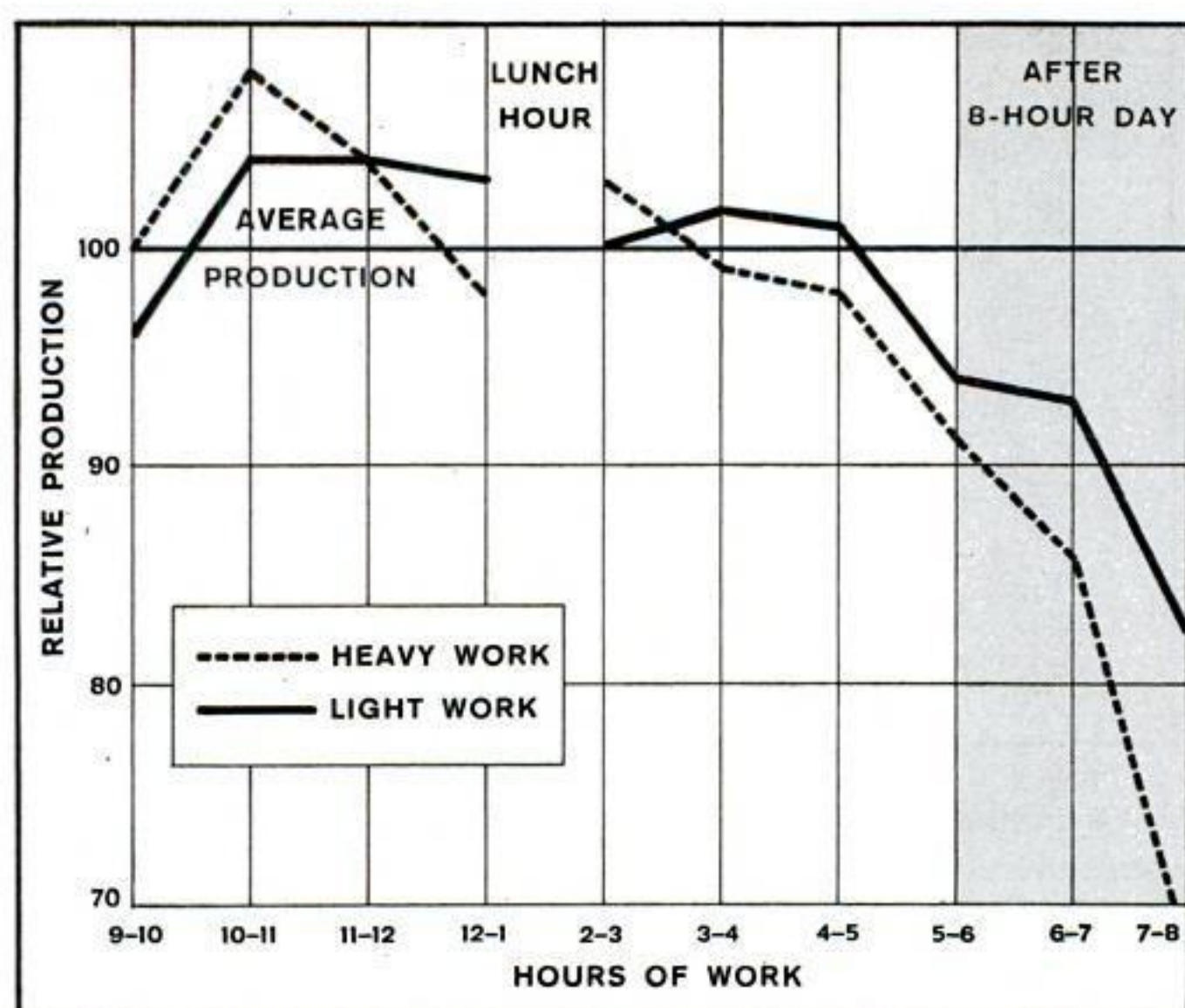
IF IT HASN'T THE SEAL IT ISN'T ACRONIZED!

look for  
this seal  
of freshness



 AMERICAN CYANAMID COMPANY, NEW YORK 20, N. Y.





END-OF-DAY FATIGUE shows up dramatically on graph of output per hour. Output starts dropping after seventh hour. It falls severely if day is lengthened to 10 hours, especially for heavy labor. Big drop in 9th and 10th hours also decreases day's average output below that for 8-hour day.

## PSYCHOLOGY CONTINUED

of hours goes down, at least to 40 per week and perhaps even fewer. (Creative workers, or those with exceptional incentives, are of course notable exceptions to all these generalities.)

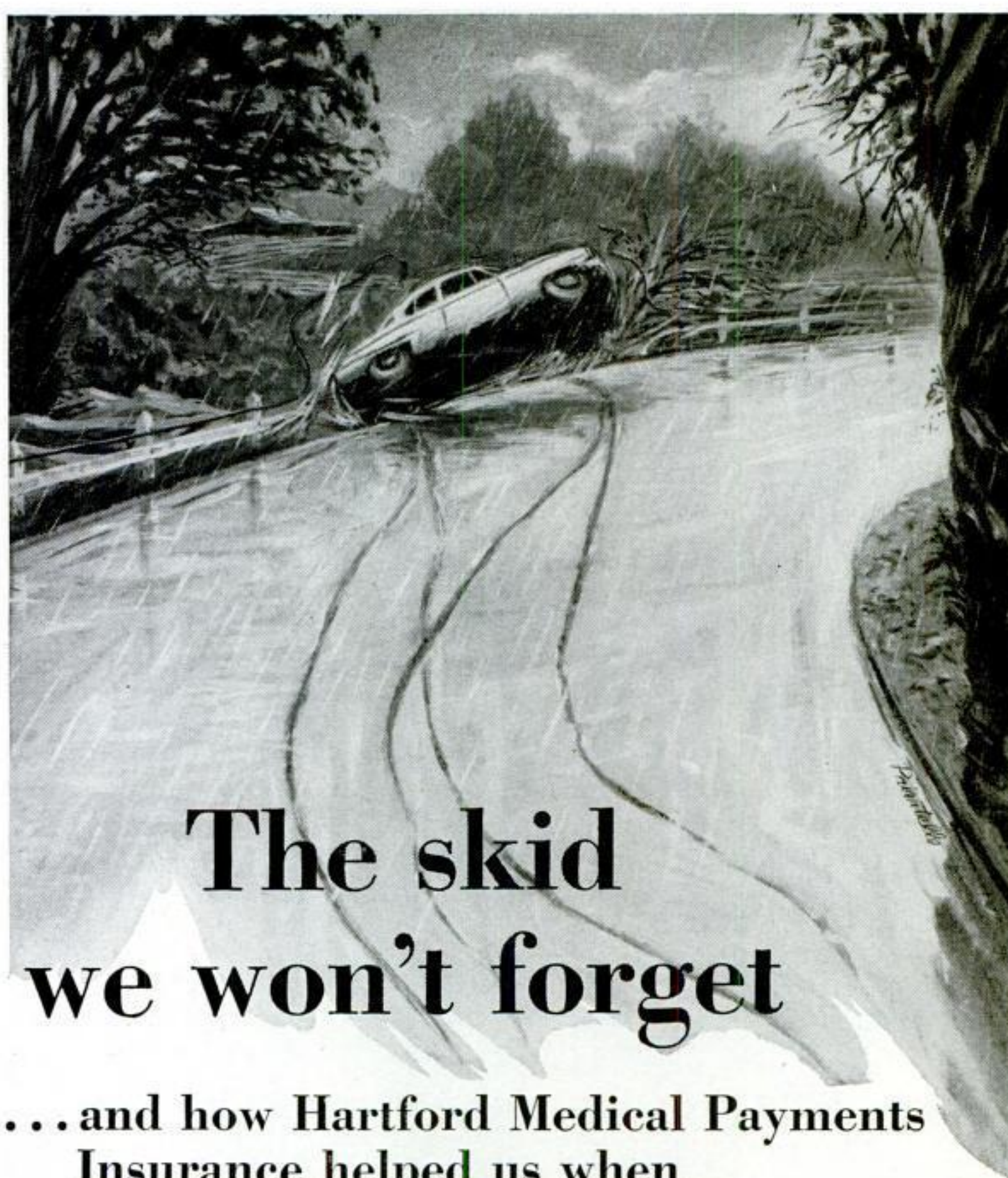
Rest periods are a great help to efficiency; the worker who loafs now and again gets more done than the one who tries to keep going all the time. In one experiment girls on a labeling job raised their production 13% when given a 10-minute rest period in the middle of the morning. Girls assembling bicycle chains increased production—also, as it happened, by 13%—as a result of five-minute rest periods at the end of each hour. On more strenuous tasks, even more rest seems to be ideal; one psychologist has figured that a man doing light muscular work on an eight-hour shift must rest just about one-sixth of the time to be at peak efficiency. Industrial psychologists nowadays advise employers to provide rest periods as a standard and authorized part of the work day. It has been found that workers will take them anyway, at the water cooler or rest room, and that authorized ones are much more effective.

The most important factor of all when it comes to increasing production, however, seems to be worker morale, a subject which has occupied the industrial psychologist's close attention ever since a famous experiment at the Western Electric Company in 1927. This started as a simple matter of illumination engineering; the company merely wanted to learn how much light would bring about maximum production in various departments where girls assembled telephone apparatus. But it was immediately discovered, to everyone's surprise, that as soon as the company began experimenting with the lights, production went up regardless of whether the wattage was increased or decreased. It even went up when an electrician pretended to change all the bulbs in a room but put the same ones back. Something strange was at work and the company spent the next five years trying to discover just what.

The company tried giving the girls rest periods, different hours, a shorter week. Production kept going up. Then all the new privileges were taken away. Production went up again. Finally there was only one possible conclusion: the girls working in the plant were responding to the attention being paid them, not to any specific form that the attention took from day to day. They thought the company was interested in them, they felt important and they worked harder. Their improved morale was more vital to production than all the physical aspects of their working conditions put together.

In contrast to the girls at Western Electric, men at the same plant were found to be less emotional about their jobs and far

CONTINUED



## ...and how Hartford Medical Payments Insurance helped us when we couldn't help ourselves

(Based on Company File #76KAL15532)

Rain kept me from telling that the road ahead had just been oiled.

When I stepped on the brake, we skidded crazily across the road, crashed through the fence. Both my wife and I were thrown out as the car overturned. Luckily, the police got us to a hospital fast.

From my Hartford Automobile Insurance Service Card they got the name of my agent back home and wired him. The very next morning, a claim representative from the Hartford Accident and Indemnity Company was at my bedside.

What that man did for us! He saw that our every need was taken care

of. More than once, he went out of his way to do little, friendly things for us.

Kay was unconscious 36 hours. It was 10 days before she could be moved from the hospital. Meanwhile, the Hartford man had arranged for an ambulance and a registered nurse—to take us 460 miles back home!

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## Colonel Thompson likes to take his time...

"I like high speeds fine for travel," says Col. Thompson, "but not for making really good Bourbon whiskey. That's something that just plain takes time—7 years of time."

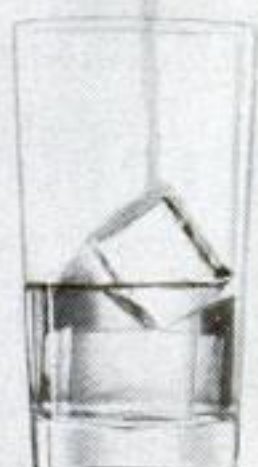
"No hurry-up mass-production methods for our Old Kentucky Tavern. It's been made the same costlier way for three generations, and aged costlier, too—7 years in special Open-Rick warehouses where *Nature* mellows it right. In my opinion it's the only way to make real premium Bourbon."

"I do believe if you try some—either the 100 Proof Bond or the 86 Proof Light—you'll readily agree."



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7 YEARS OLD



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"WHERE PERFECTION OF PRODUCT IS TRADITION"



DRAWING BY B. WISEMAN, © 1952 THE NEW YORKER MAGAZINE, INC.

**FAULTY MORALE PROCEDURE** is kidded in cartoon showing workers mad because they have been given individual water coolers. Tests show that occasional trips to the cooler improve both morale and day's output.

## PSYCHOLOGY CONTINUED

more concerned about practical matters. Even among men, however, numerous studies have shown that pay alone is not the crucial factor. Nor can a company "buy" loyalty through such devices as improving the cafeteria meals or running bowling contests, which have been tried and found ineffective. What counts most seems to be the warmth or coldness of the worker's relations with his foreman or supervisor and the amount of respect each has for the other. The attempt to teach supervisors how best to work with their employees has become a big part of the industrial psychologist's job.

Psychologists have known for a long time that one of the greatest problems in business and industry is the disturbed worker—the man or woman who is in such bad shape emotionally that happiness and efficiency on the job are almost impossible. A pioneer study at a Connecticut silk mill showed that mental and emotional disturbances caused more loss of time and money than all contagious diseases and accidents put together. Another early study of 4,000 people who had been fired from their jobs showed that nearly two thirds failed for reasons of social incompetence—poor relations with their fellow workers or bosses—rather than actual inability to do the job.

### 'Accident-prone' workers

**MORE** recently a large statistical study of telephone operators disclosed that a mere third of them—all of whom had personal problems of one kind or another—were responsible for the bulk of all the absenteeism, illness and accidents. Other studies have indicated that in fact perhaps as many as 80 or 90% of all industrial accidents are due to human error of one kind or another, the bulk of them committed by workers who seem to have one mishap after another and are sometimes said by psychologists to be "accident prone." Many such workers show a pattern of having accidents on the same days of the week or at the same hours of the day. On the other hand some psychologists feel that the most difficult worker of all is the one who does not quite have an accident, does not quite get sick enough to stay home—but comes to the job in such a low physical state and such a bad mood that he pulls down the morale and efficiency of everyone around him.

Another problem worker who exists in considerable numbers is the alcoholic or near-alcoholic, who keeps his fellow workers busy covering up for him during his frequent lapses. It has been estimated that about two workers out of 100, or well over a million in all the U.S., fall into this class.

Some firms, among them du Pont, Metropolitan Life, American Cyanamid and Caterpillar Tractor, have decided to provide employees with the free service of psychiatrists or clinical psychologists. The consultations are often simply called "personnel counseling" to make them somewhat more palatable. Nobody

CONTINUED





## New swank for the frank—

Done up brown, with extra flavor sizzled deep into each juicy bite—here's a simple dish to do you proud on *any* occasion. A.1. Sauce is the secret of the distinctive flavor, and here's how you get it:

*Recipe from  
Boston's famous  
Parker House*

Make deep diagonal cuts part way through skinless frankfurters. Brush each frankfurter liberally with thick, tangy A.1. Sauce before grilling. Let the herb-and-spice-richness of A.1. cook in while the franks turn brown and tenderly crisp.

Serve with baked beans to which you've also added a tablespoonful of this flavor brightener. And give 'em more A.1. to pour on the franks when they're served. You just can't get too much of a sauce as good as A.1.!



*Cooking's  
fun  
with A.1.*

THE A. 1. SAUCE COMPANY (DIVISION OF HEUBLEIN), HARTFORD, CONN.

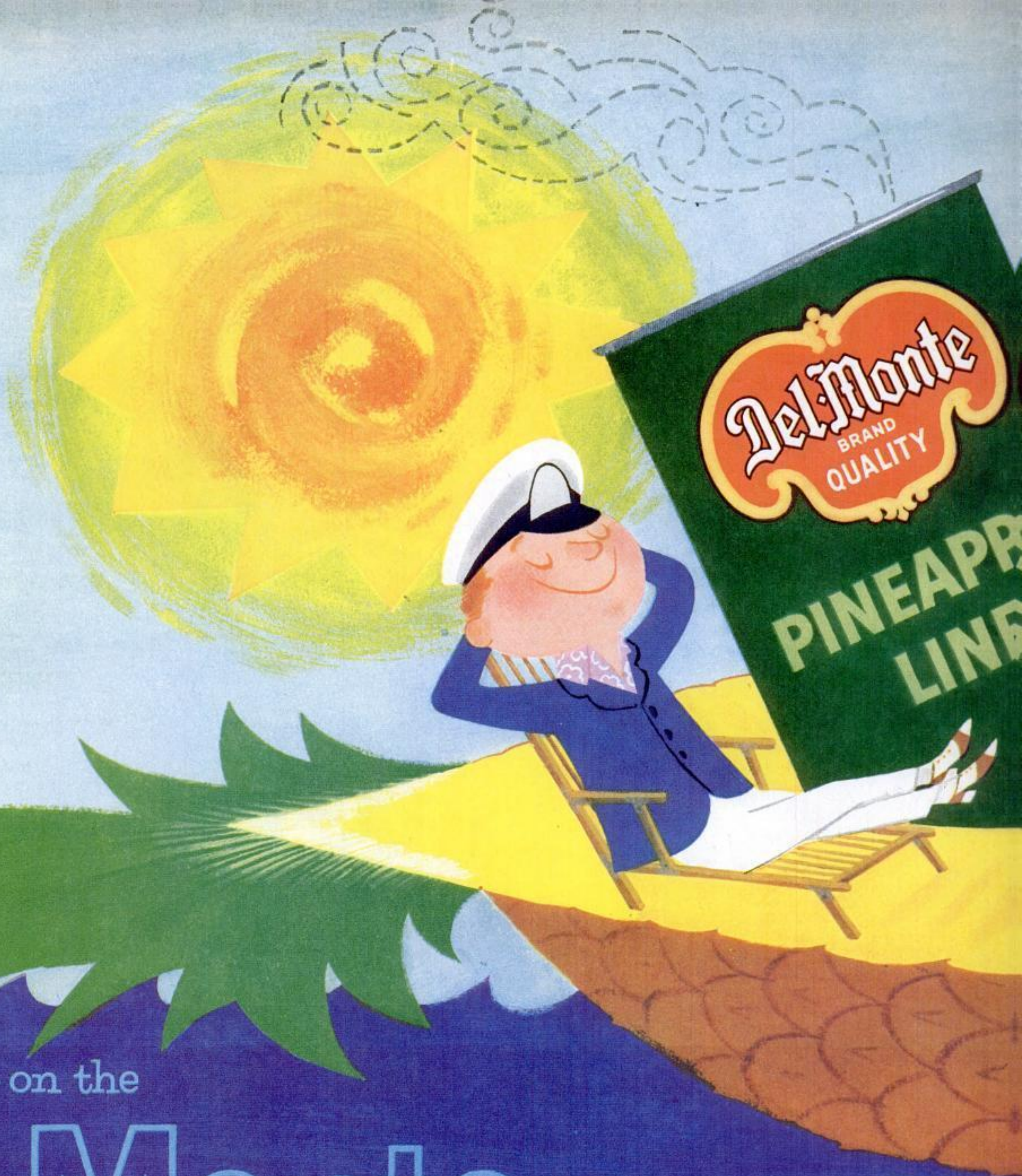


Get your  
ticket  
to tropic  
flavor!

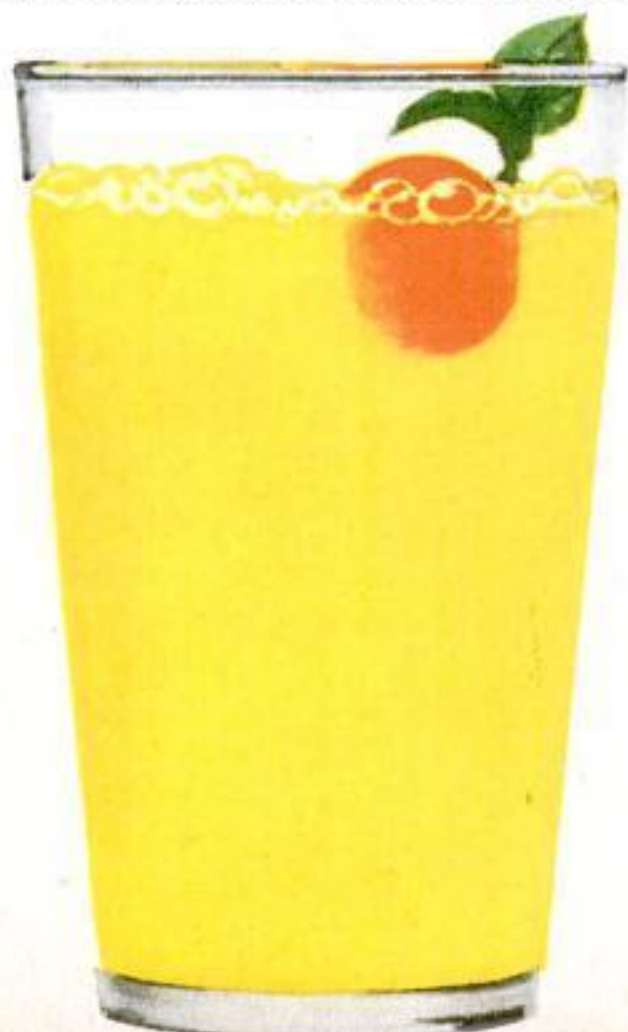
Let yourself go — on the

Del Monte

PINEAPPLE



**American Plan:** the happy refreshment of DEL MONTE Pineapple Juice! Made from pedigreed fruit in perfect flavor balance, it's the sunniest drink afloat!



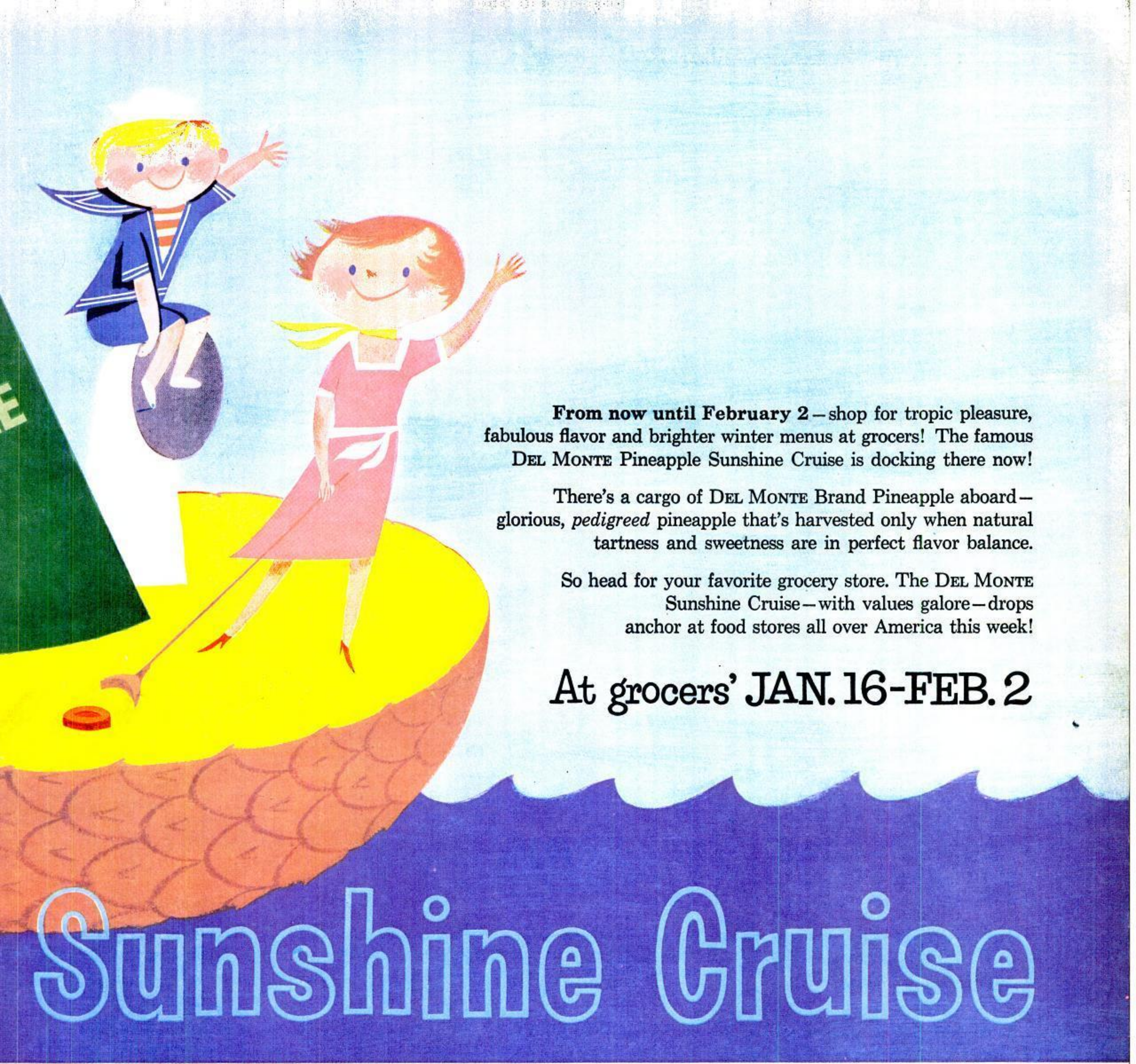
**Stop Over** on this year's Sunshine Cruise for DEL MONTE Pineapple Tidbits! Never too tart, never too sweet — each bright bite tastes like tropic sunshine!



**First Class** flavor is yours for the asking! So say the word — get DEL MONTE Crushed Pineapple, the kind that comes from selected, pedigreed strains!







**From now until February 2**—shop for tropic pleasure, fabulous flavor and brighter winter menus at grocers! The famous DEL MONTE Pineapple Sunshine Cruise is docking there now!

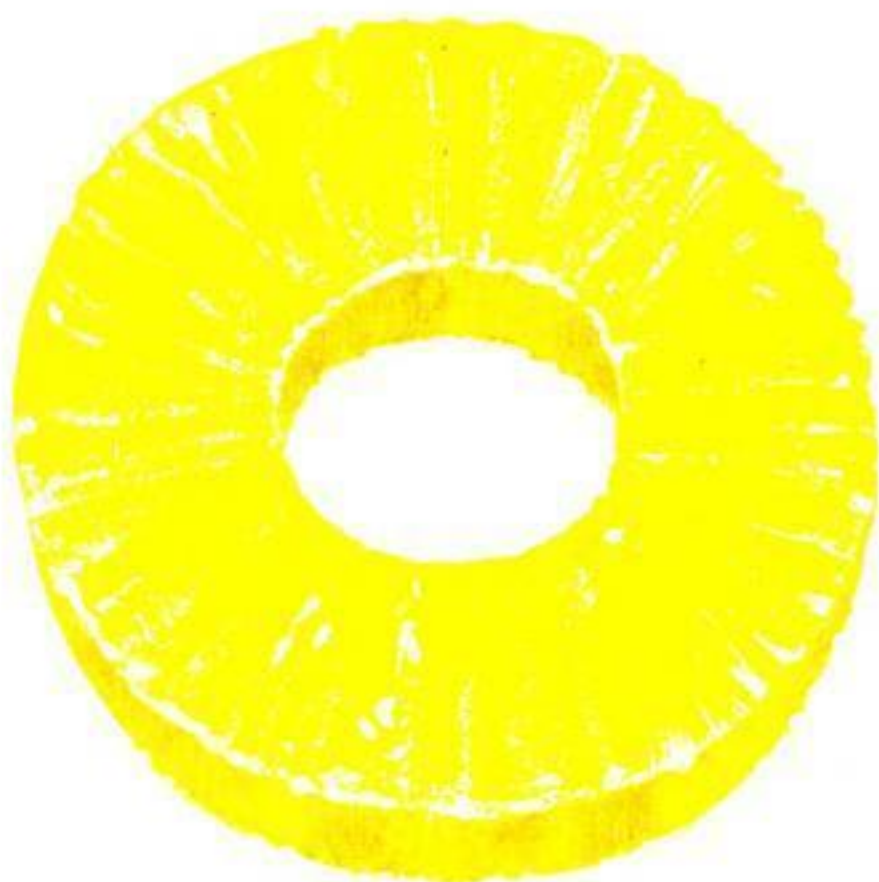
There's a cargo of DEL MONTE Brand Pineapple aboard—glorious, *pedigreed* pineapple that's harvested only when natural tartness and sweetness are in perfect flavor balance.

So head for your favorite grocery store. The DEL MONTE Sunshine Cruise—with values galore—drops anchor at food stores all over America this week!

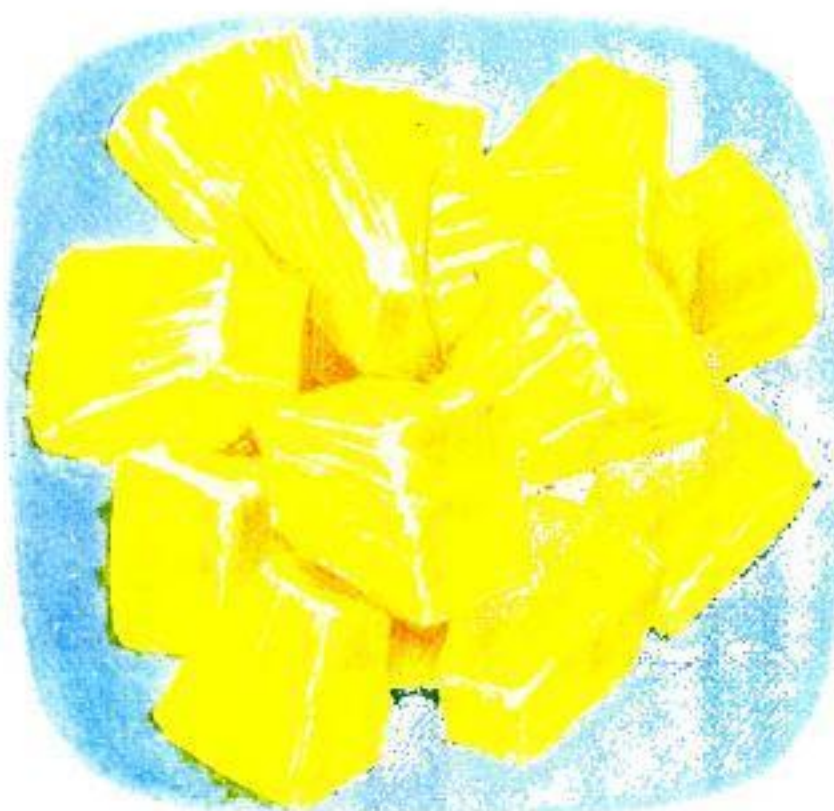
**At grocers' JAN. 16-FEB. 2**

# Sunshine Cruise

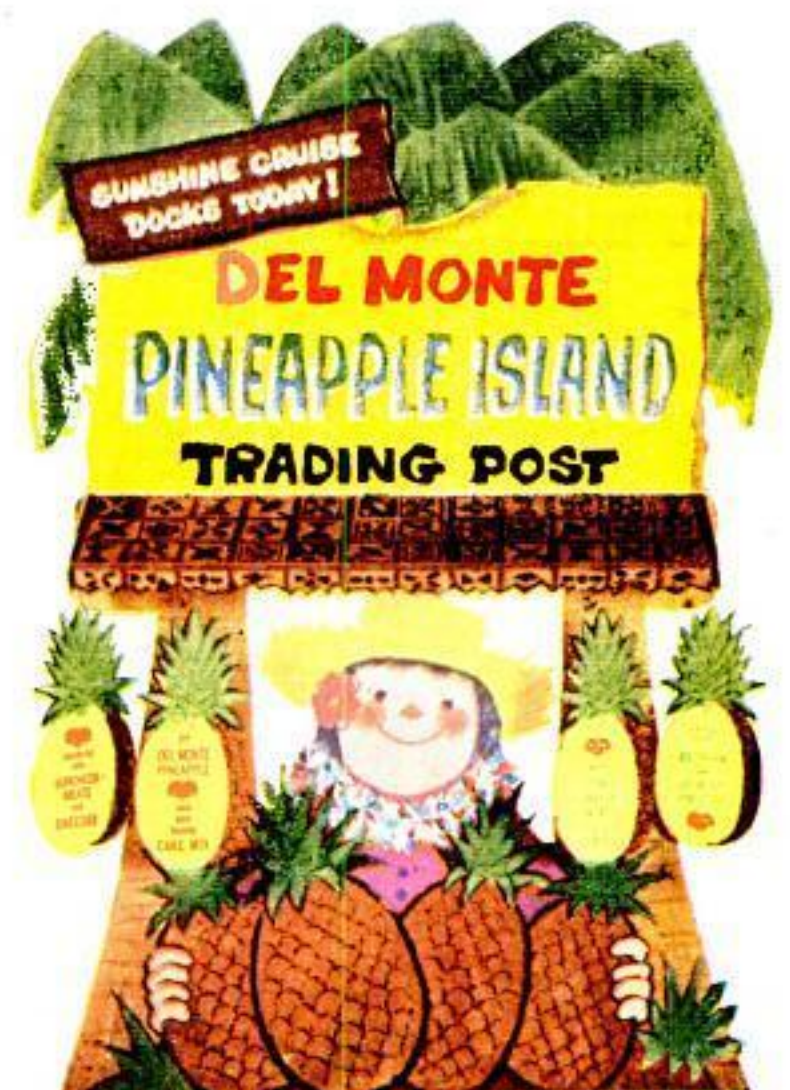
**Family Fare** on the Sunshine Cruise means flavor value for all. Give your family DEL MONTE Sliced Pineapple, with tropic tart-sweetness they love!



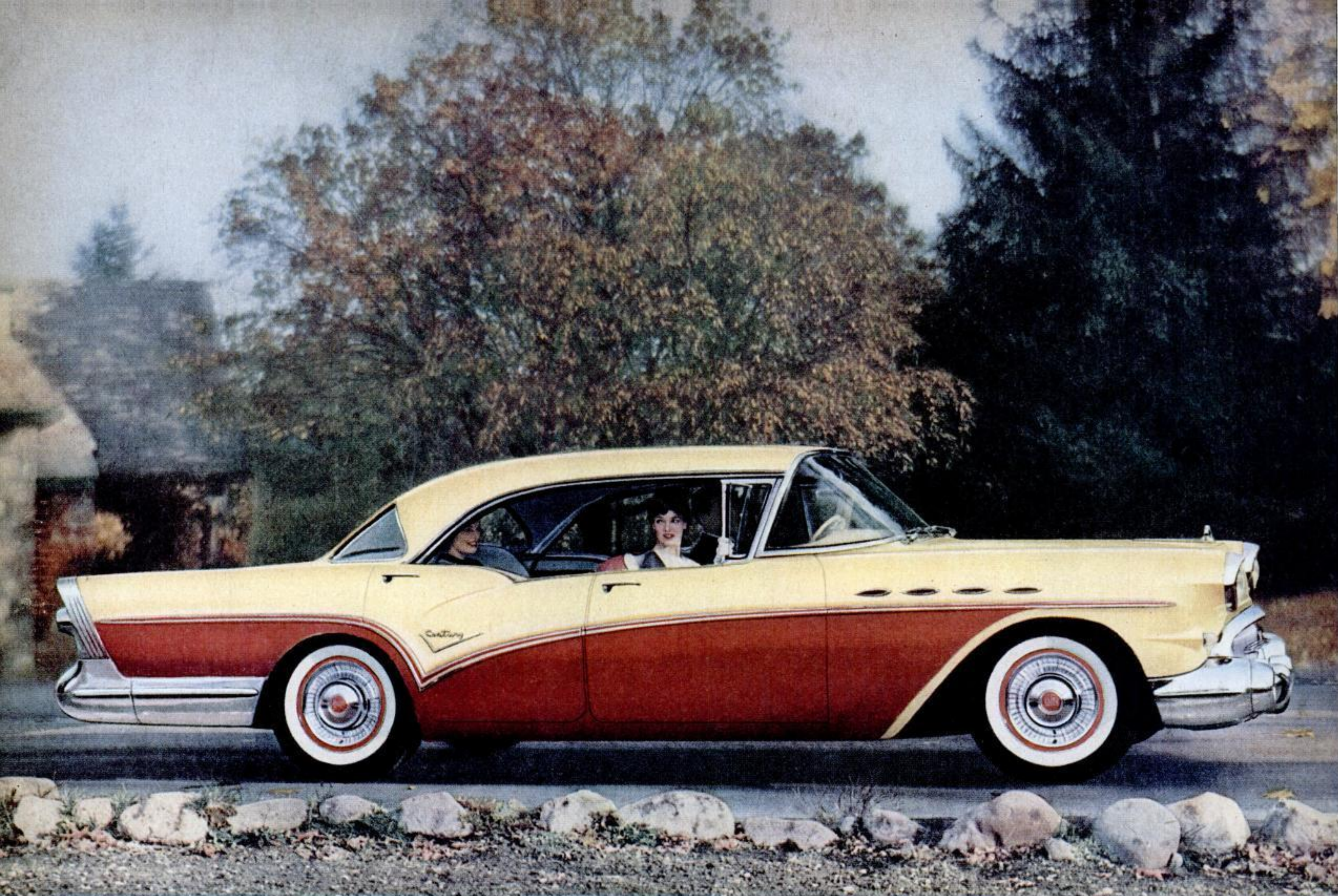
**Go Now-Stay Later.** Collect a boatload of values while the Sunshine Cruise is in port. And try the brightest buy aboard — DEL MONTE Pineapple Chunks.



Here's where the Sunshine Cruise docks—look for DEL MONTE Pineapple displays at your grocer's!







## Tried the '57 Century ? *Wow!*

**T**AKE the automobile pictured here — a 1957 Buick CENTURY.

Then picture it in *your* driveway.

For just standing there—a low-sweeping grace of fresh clean-lined beauty that looks vibrantly alive—it can make you feel like a million dollars, tax free.

That's the kind of automobile the new CENTURY is when you look at it—a wow.

A car that tingles with spirit even at rest.

A car that looks like the nimblest, the sweetest-answering and the most sure-footed automobile yet fashioned by Buick skills—*because it is all that.*

This CENTURY, you see, carries the highest-powered V8 engine Buick builds today.

And it carries this mighty power plant on the most *compact*, the most *maneuverable*, the most *level-riding* chassis Buick ever built.

That combination gives your CENTURY the highest power-to-weight ratio ever to ginger a Buick—plus the superb new handling, the rock-firm stability and the leveled braking of the newest Buick yet.

But now comes the newest wow.

In this automobile of supreme power and compact chassis, you get an advanced Variable Pitch Dynaflo\*—and *instant* is the word for its action.

It's a transmission so flexible in its power delivery—so utterly smooth and instant in response—it extends the "Drive" range beyond anything you have ever known before.

This, believe us, is something you ought to try—this new '57 CENTURY.

It's a family-sized car with performance and handling even the sports cars can envy. It's a car so new in everything from the ground up, it's the *newest* new Buick ever built. And it's a car you'll find, that's priced to be a wow of a buy. Come try it *today*.

\*New Advanced Variable Pitch Dynaflo is the only Dynaflo Buick builds today. It is standard on Roadmaster, Super and Century—optional at modest extra cost on the Special.

# ***Big Thrill's Buick***

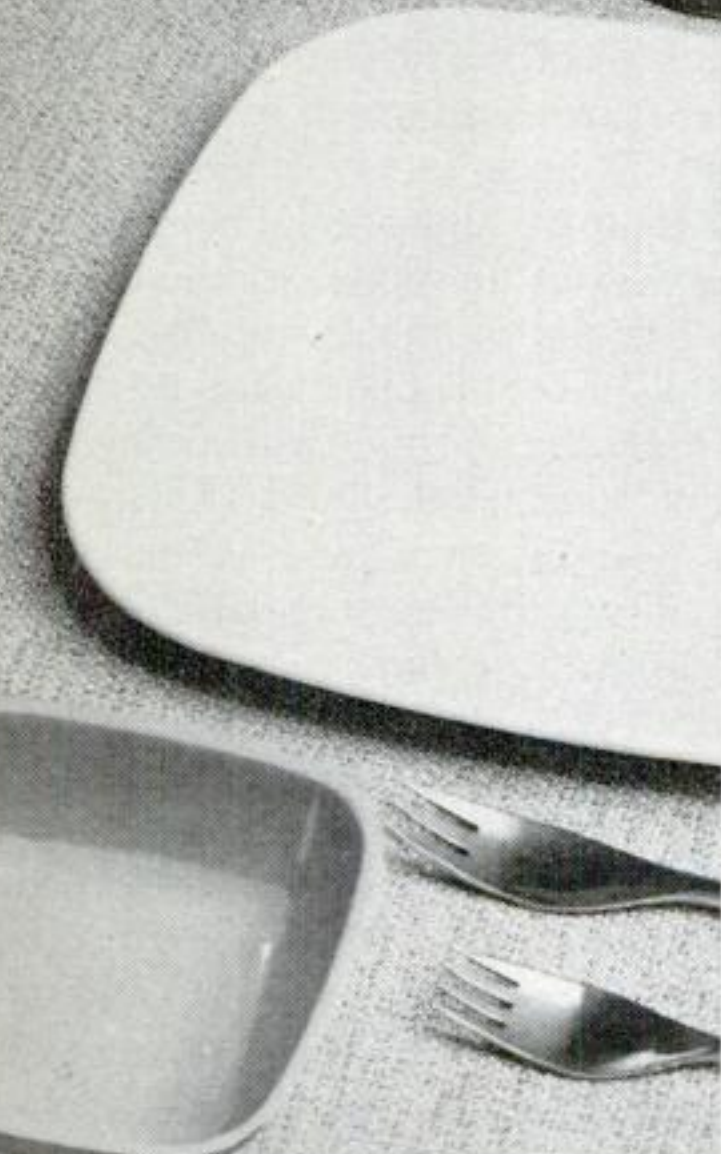
When better automobiles are built Buick will build them

**SPECIAL • CENTURY • SUPER • ROADMASTER**



**BROOKPARK**

Beautiful...  
and breakproof  
as can be!



Quality **MELMAC**® dinnerware  
Molded of Melamine

styled by *Joan Luntz*

Day after day, year after year,  
you'll be delighted with the lux-  
ury look, the smartness of your  
Brookpark Modern Design  
dinnerware. So light, bright  
and right for every meal...  
**GUARANTEED NOT TO CHIP  
OR BREAK FOR ONE FULL  
YEAR.**

All the newest decorator colors in starter sets  
from \$16.95 at leading stores everywhere.

Safe in dishwashers,  
too!



**BROOKPARK**

international molded plastics, inc. — cleveland 9, ohio



DRAMATIZATION of worker problems has become important part of management conferences. Above, psychologist plays an often absent worker and an executive acts the foreman who must decide what action to take.

## PSYCHOLOGY CONTINUED

yet knows how successful such counseling is. But there have been indications, as at the Oak Ridge atomic plant during the war, that even a small amount of on-the-job therapy has considerable effect and carries over into the workman's home situation, making him happier all around. It has also been found that providing "personnel counseling" reduces the work load of foremen and supervisors, who otherwise would have to spend much of their time listening to personal problems.

Counseling has its severe critics, however. Many union people refer to it contemptuously as "cow psychology"—an attempt to get more production out of the worker by keeping him placid and uncomplaining. Some psychologists agree, on the ground that any advice paid for by the company is almost bound to favor the company's desires over the worker's psychological needs.

Among those in industry who have been found to have their share of psychological problems are the executives. Perhaps they have even more than their share. The higher up in industry a man goes the more he is likely to worry about his chances of staying there, and the more opportunity he has for that common human failing of comparing himself unfavorably with his colleagues and competitors. To add to the tension, the executive has very few if any intimates to whom he can confide his problems. One executive visited the company psychiatrist out of worry that he was simply outclassed by the brilliant talents of his chief assistant. At the same time the assistant was visiting the psychiatrist out of fear that his own meager talents would never enable him to keep up with the boss.

The services of the psychologist at the executive level received considerable publicity some months ago from W. Harold Rea, head of Canadian Oil Companies, Ltd., in a speech before Toronto's National Sales Executives Club. Rea told of a company whose president had called in a psychologist to examine all the top men, including the president himself. The psychologist administered a battery of intelligence, aptitude and personality tests and interviewed all the executives in depth. At the end of the study the psychologist reported bluntly that the president was the chief cause of the company's difficulties—he was a worrier and a penny pincher, far too indecisive and unwilling to delegate authority.

After a spell of deep gloom during which he thought of resigning, the president was persuaded to stay on but to redefine the other executives' jobs, give them more authority and let them handle all problems except the big ones that really deserved his attention. As a result the other executives took a renewed interest in their work and the president's desk, cleared of unnecessary details, ceased to be a bottleneck. The company's sales and profits improved sharply. At the end of his speech Rea said,



A barb-bearded sailor once said,

"Shaving always makes me see red!"

Now he shaves double quick

Blades by **EVERSHARP-SCHICK**,

Mean lots of smooth shaving ahead!



## THE NEW *thin* EDGE **EVERSHARP-SCHICK** INJECTOR BLADE



**20 BLADES ONLY 73¢**

P.S. Just in case  
you don't use  
an Eversharp-Schick  
Injector Razor...  
get one quick! You'll find it's  
the smoothest...  
the blades the sharpest...  
the shaves the greatest!



CONTINUED



# TENSE NERVOUS HEADACHES need ANACIN



## Why 3 out of 4 Doctors Recommend the Famous Ingredients of ANACIN for ~~Fast~~ ~~Fast~~ ~~Fast~~ Pain Relief!

Tense, nervous headaches—so common today—need special pain relief. Here's why Anacin Tablets give you better *total* effect in relieving pain than aspirin or any buffered aspirin—why a survey shows 3 out of 4 doctors recommend the famous ingredients of Anacin® to relieve pain of headache, neuritis and neuralgia:

- **ACTS INSTANTLY:** Anacin goes to work *instantly*. Brings fast relief right to the *source* of your pain.
- **MORE EFFECTIVE:** Anacin is like a doctor's prescription. That is, Anacin contains not just one, but a *combination* of medically proven ingredients, each helping to increase the effectiveness of the others.
- **SAFER:** These tablets have a smoother action and simply *can not* upset your stomach.
- **LESSENS TENSION:** Anacin also contains a special ingredient (*not* found in aspirin or any buffered aspirin) which reduces nervous tension and anxiety—leaves you comfortably relaxed after your pain goes—thus giving you a better *total* effect in pain relief. Buy Anacin *today*.

**Can not upset  
your stomach**



## PSYCHOLOGY CONTINUED

"The company I have been talking about is my own company. The chief executive I have been talking about was your speaker."

Not all company executives who have used the services of psychologists are so frank as Rea, and the results are not always so spectacular. But the use of psychology at the executive level seems on the rise. Several firms of consulting psychologists specialize in this service to the exclusion of all else. At least the psychologist can surely offer the executive more than the standard advice which he used to get from his family doctor—to take a Florida vacation if things became too disagreeable or to ask for a transfer if they became unbearable. The enforced idleness of an unwanted vacation or the added strains of a new job are just about the last thing an already harassed executive can use.

### Making machines conform to people

**H**UMAN engineering, another of the psychologist's contributions to industry, sounds offhand like an attempt by some hardhearted slide-rule expert to remake mankind in a more efficient image. Actually it is just the opposite: an attempt to make machines conform to people. The newest telephone handsets are perhaps the most widely known example. Their design was preceded by measurement of the faces of thousands of people, as well as numerous experiments in which sets of various weights were tried out on users. The new sets which grew out of these observations are lighter than the old ones. They are also shorter, and the mouthpiece is set at an angle which suits the maximum number of people. The dial numbers are outside the holes instead of inside, providing greater legibility and less wear.

All this sounds perfectly simple, but nobody was doing anything like it until recently. Most industrial design has been based on quite different principles—usually on what was easiest to make or what was done by tradition for many years. The home electricity meter with its half dozen little needles moving in different directions on a half dozen little dials is a flagrant example of bad human engineering and is gradually being replaced by a meter which can be read like the mileage on an automobile speedometer. The automobile dashboard whose instruments were reflected in the windshield was another human engineering error rampant a few years ago. Most factories and plants are themselves full of bad design: machines with controls in awkward places, work routines that require far too much stooping, bending and walking.

The widest use of human engineering has been made by the armed forces, which learned in World War II that military equipment was getting too complicated and specialized for the men who had to use it. Gun turrets on Navy bombers were far too small for anybody but jockeys, and there was a limited number of jockeys in the draft calls. The Air Force had bomb sights which theoretically could hit a pickle barrel but due to human failure often missed entire cities. The Army had one vehicle which worked just fine except for a seat which vibrated so much that a monkey strapped to it was killed inside three hours.

Much of the early work in human engineering for the military involved such simple steps as changing the shape of aircraft control knobs so that pilots could tell by touch whether they had grasped the landing gear or flap lever. In the last 10 years the work has become increasingly complex and ingenious. Psychologists have now arranged to put many of the important airplane instruments into standard position, with the needles all pointing the same way when the plane is working properly. Better still, the Navy is working on a radically redesigned cockpit system in which practically all the instruments and dials will be replaced by two simple electronic "pictures" that the pilot can read at a glance.

In old-style submarines the controls have had to be operated by three men cramped into the tightest of quarters; the controls on the new atom-powered subs can be operated by one man in a comfortable chair. The psychologists are even anticipating maintenance problems and redesigning equipment so that it will be easier to repair as well as to operate.

The psychologists have also undertaken to simplify and improve military training. In some cases they have redesigned the

CONTINUED





# PROTEIN!

*Kellogg's* discovers a great new high-protein food in a delicious new ready-to-eat cereal form



Active adults need plenty of protein. The kind in Kellogg's Special K is ready to eat, and easy to digest.



Now! Special K in Handi-Pak! Special K is now becoming available in the Kellogg's Handi-Pak—8 personal-portion "individuals" in one Handi-Pak. Look for it at your store.



Most mothers these days seem to know that protein is one of the keys to family health.

Maybe this is why Kellogg's Special K has caught on so quickly. If you haven't heard about this new high-protein cereal yet, here's the story:

Special K with milk or cream has more high-quality protein (the kind everyone needs daily) than any other leading cereal—hot or cold. Twice the average of all cereals.

Mothers also like the way Special K gets eaten up. It has a special flavor and a new form all its own. More than a flake, more than a puff—it even feels good in your mouth.

You'll find the proof in the package with the big red K on it. We think your family will enjoy it, too.

*Kellogg's* OF BATTLE CREEK

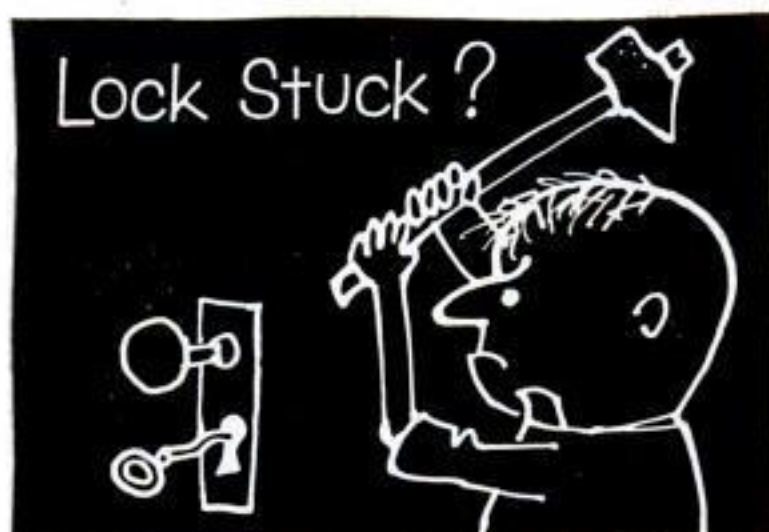


# FIX-IT TIPS with "3-in-One" oil



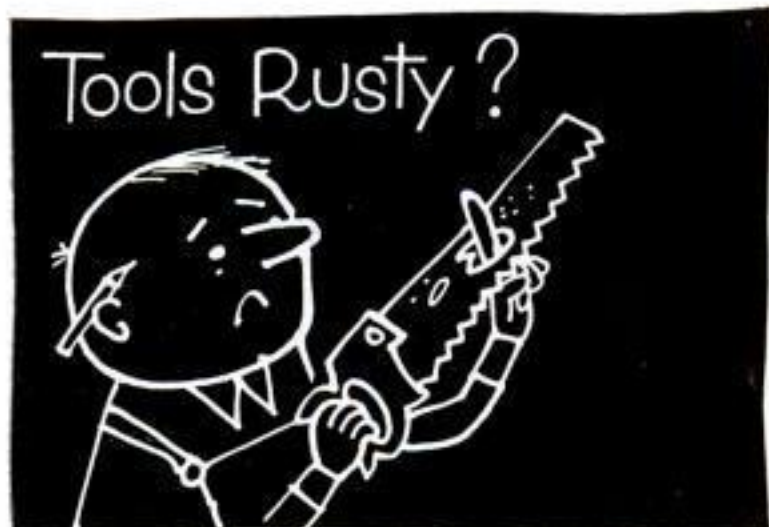
Hinges Squeak?

Silence them fast with a few drops of "3-in-ONE" oil. It lasts and lasts.



Lock Stuck?

Put penetrating "3-in-ONE" in lock and on key. Work key in lock. It frees things fast.



Tools Rusty?

Keep shop, garden and automotive tools bright with a coating of "3-in-ONE." (Contains rust inhibitor.)

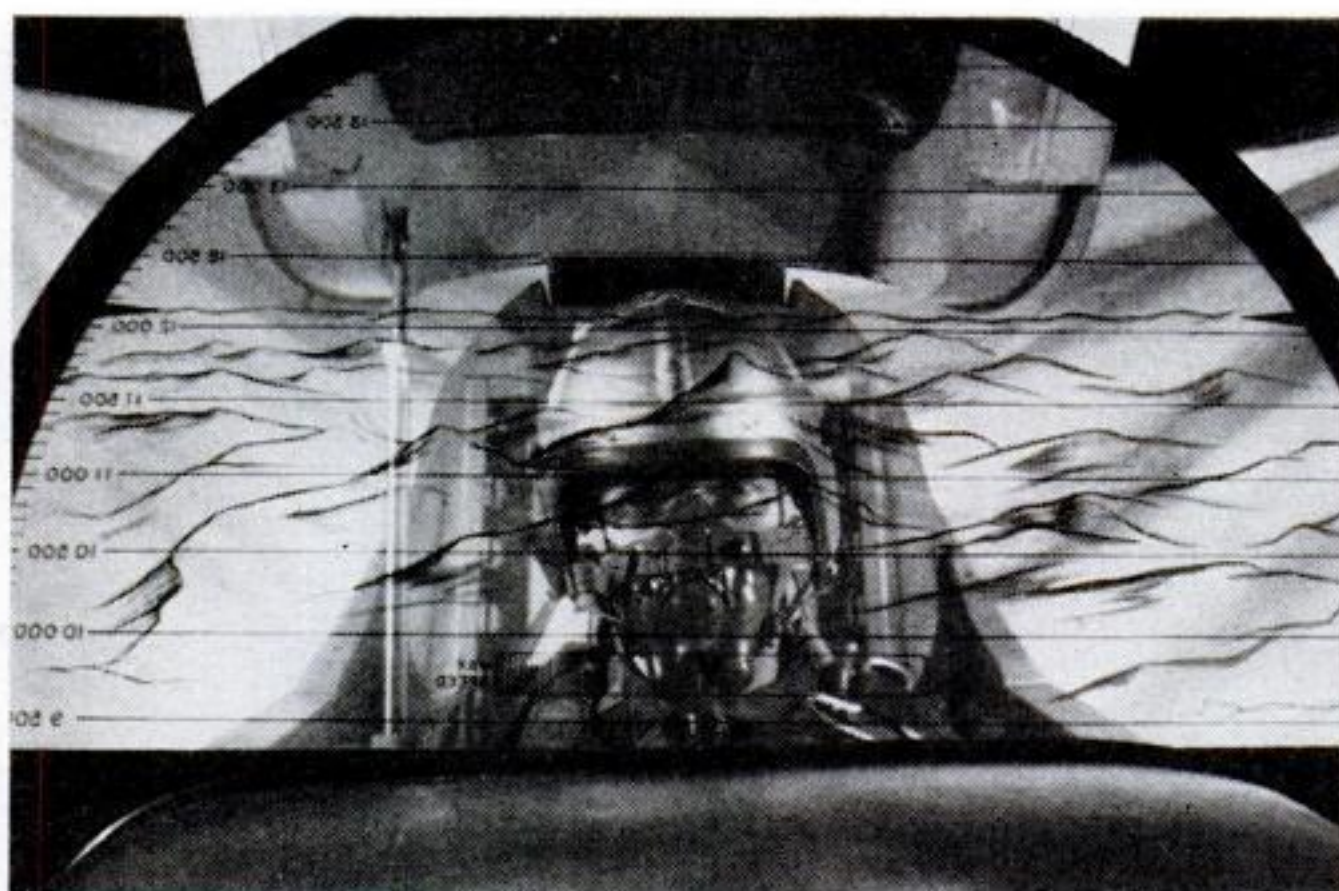


Swivel Squeal?

Just a few drops of clean-working "3-in-ONE" oil will quiet swivel chairs quickly.



Keep things moving with  
**"3-IN-ONE" OIL**



BOON TO FLIERS, a transparent electronic "screen" recommended by psychologists is now being developed to ease burden of following many complicated instruments. Mounted here in mock-up between flier and the plane's windshield, it translates instrument data into a pictorial representation of the terrain ahead, also shows plane's speed, position and altitude.

## PSYCHOLOGY CONTINUED

equipment, as with a shipboard control system which once required four or five weeks of training before its operators were even fair at the job, but now might be handled perfectly by a 10-year-old boy on the first attempt. In other cases they have designed new training equipment which speeds the process. A spectacular example involves the Air Force K-bombing device, which weighs a ton and costs around \$250,000. In the past there have never been enough of these expensive devices for the training of repairmen, who have had a very poor record because of lack of practice. Psychologists have built a simple little substitute, costing about \$4,000, which gives trainees all the practice they need in finding the possible sources of trouble.

Similarly the Army has found that it can use \$50 wooden tank hulls for much of its armored force training instead of tying up several hundred thousand dollars' worth of real tanks. The Air Force has found that its pilots learn just as well when they get their first 25 hours of flying instruction in a cheap light plane rather than one costing 10 times as much.

The great goal now in training, especially in the Air Force where so many new planes and missiles are coming along, is to have men ready to operate new apparatus before it even comes off the assembly line. The first experiment along this line was made just five years ago when a psychologist was given the specifications and blueprints for a new type of radar equipment. Actually the equipment was already in use, but the psychologist was not told this. With nothing but the plans to work from, he drew up a personnel chart which was substantially in agreement with the actual number of people and types of skill which had been found necessary to keep the equipment in working order. Ever since then the Air Force has assigned about a fifth of all its psychologists to concentrate solely on setting up advance training programs for equipment which will not be received for months and even years. This is the best and perhaps only way, the Air Force figures, to reduce the lag between design and actual use of equipment which makes so much of it obsolete so very fast.

In everyday civilian life one of the most famous applications of psychology is the Gallup poll. Before the science of psychological statistics came along, straw ballots were simply taken at random and with no thought to representative sampling. This led to the old *Literary Digest's* notorious error in predicting a decisive victory for Landon over Roosevelt in 1936. Now polls like Gallup's are taken with every type of voter represented according to his actual proportion in our society: so many men and so many women, so many farmers and factory workers, so many rich people and poor. Questions are tested in advance to make sure they are not loaded in favor of one response or another. There is still a chance of error but it has been greatly

CONTINUED

# If You Want To STOP SMOKING BANTRON Can Help You!



Robert F. Thorpe, interstate truck driver says: "I tried to stop smoking many times. My wife bought me Bantron. Now, thanks to Bantron, my cigarette craving has stopped."

Here at last is a safe, new product, developed at a great American University, that has helped thousands stop smoking. In a series of clinical tests, published in a leading Medical Journal\*, scientists reported that 4 out of 5 men and women who wanted to quit smoking stopped within 5 days when they took Bantron.

And the Bantron way is so easy and pleasant! Just take 3 Bantron tablets a day, after meals, for four days. Then only 2 a day until all desire to smoke leaves you. 80% are "Free" in 5 to 10 days.

Taken as directed Bantron is perfectly safe. It acts as a substitute for the nicotine in your system which gives you a craving for tobacco. Now at your drug store without prescription. Price \$1.00

\*Copies available to doctors on request.

**Bantron**  
BRAND

Smoking Deterrent Tablets  
A Campana Product

**Mounties**  
PHOTO CORNERS

LONGER LIFE FOR FAVORITE PHOTOS

10c & 25c SIZES AT CHAIN, DRUG, VARIETY STORES

## MAN WANTED

WHY SETTLE FOR LESS THAN  
**\$140,000 IN A YEAR**

The days are gone when a "few thousand" a year salary was enough for a man to take care of his family, buy a new car, and "salt some away for the future."

If you are a middle-aged man and want to make good in a new field, we can make you a fine offer to join our top men who are paid up to \$22,000 in a year.

Earnings paid in advance, no investment needed. Write a personal letter to

PRESIDENT, Panther Co., Dept. L, P.O. Box 711  
Fort Worth 1, Texas

If you live in Canada write:  
President, Dept. L, 25 Industrial St., Toronto 17, Ont.

## TROUTMAN'S COUGH SYRUP

(for coughs due to colds)

GIANT 5 oz. FAMILY SIZE only 39¢  
No better Cough Syrup at any price!  
G. E. Laboratories—Shamokin, Pa.



The New Harvest Pattern by BRILLIUM  
in Stunning Ebony and Brilliant Silver



11" Salad Bowl, servers, plus 4 individual 6" bowls. Unbreakable Styron with a permanent finish that won't tarnish. Beautifully gift packaged \$12.00 Complete. Wholesale inquiries invited. BRILLIUM METALS CORPORATION  
153-26 Hillside Avenue, Jamaica, New York





## You can be the best provider on your street (without the biggest salary!)

**Let's say** you make \$110 a week. Or \$125. Or more. You have one, two, maybe more children. A comfortable home. Probably a car, too. In short, your salary may not be tremendous—but a tremendous amount of good living for your family depends on it.

That's why it's so important to make sure you'll be a *good provider for good*. And why it's such a sound idea to let your Travelers man help you do this.

With him to guide you, you'll be sure you have the right insurance on your life—insurance with guaranteed costs and guaranteed benefits.

Protection for your family right now, a fund for your children's education later on. And, if it fits in with your plans, your Travelers Life Insurance can help provide money for your retirement.

### A few dollars a week

You'll be sure, too, that you have a *balanced* insurance program. One you can depend on to safeguard your way of life. One with no gaps. With no expensive overlaps.

All this is possible because your Travelers agent represents the company that offers *all forms of insurance*. He knows the right type and

amount of protection for your home, health, and car—all your precious family values.

And you won't need to stint to be secure. Your Travelers man will fit a program to your income as well as your needs. *Many young families are making a good start on a balanced program for less than \$10 a week.*

Most important, you'll find more enjoyment in the present when you've made the future worry-free. The Travelers calls this kind of living American Family Independence. And your neighborhood Travelers agent or broker is prepared to help you find it.



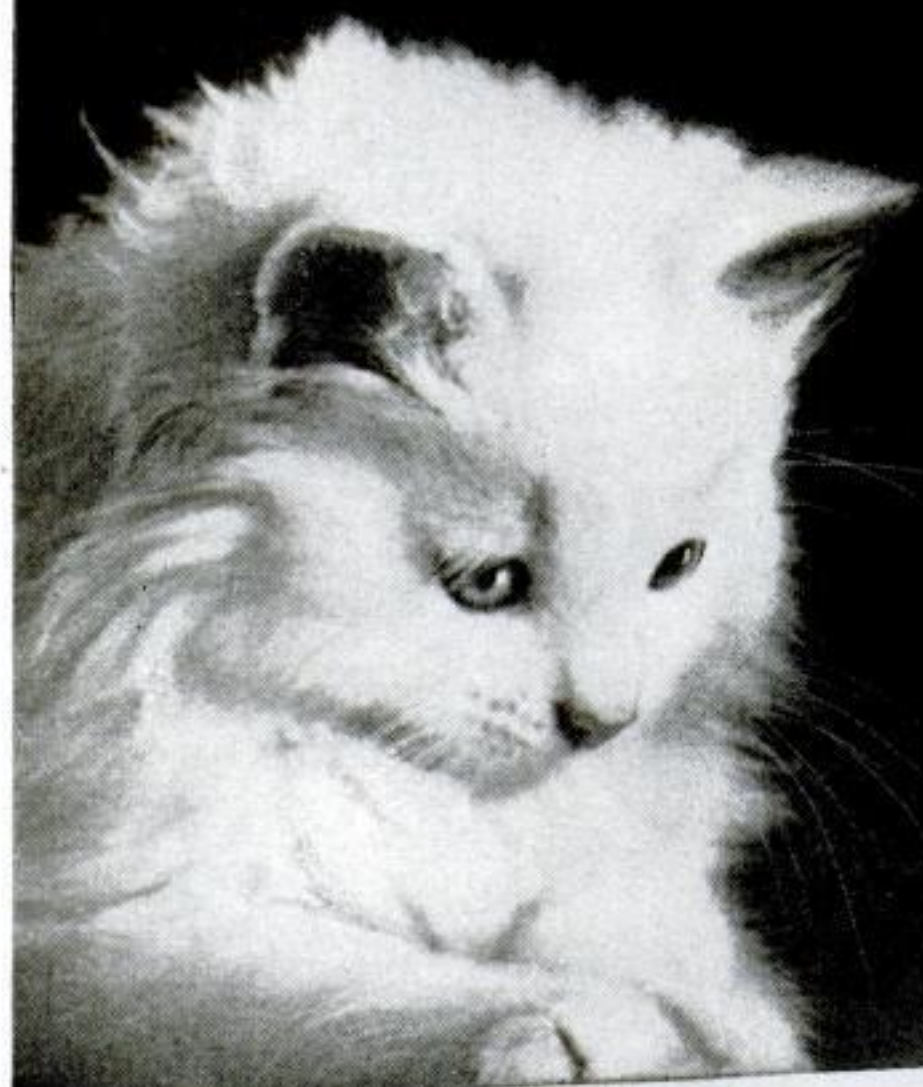
# THE TRAVELERS

INSURANCE COMPANIES, HARTFORD 15, CONNECTICUT

All forms of personal and business insurance including  
Life • Accident • Group • Fire • Marine • Automobile • Casualty • Bonds



Purr-fectly clean!



CARTER'S SILVER TIP

# CARTER'S

*Exclusive* "Silver Tip"  
Typewriter ribbons

No more inky fingers when it's time to change ribbons on your typewriter! You touch only the clean Silver Tip—never the inked ribbon. So everything you handle—papers, pocket-book, clothing—stays ink-free, too!

Besides clean handling, every Carter's ribbon gives you long life and crisp, sharp impressions.

Look for Carter's Silver Tip on these famous brands at your favorite Stationery Supply Department:

- Buccaneer
- Electric
- Golden Arrow
- Ideal
- Midnight
- Silver Craft
- Special Occasion

In matching quality Carbon Paper, too.

- Silk
- Super Nylon
- Stylewriter

Since 1858 specialists in Fine products for Office, School, Home and Industry: Carbon Papers; Typewriter Ribbons; Adhesives; Stamp Pads and Inks; Duplicator Supplies; Writing, Drawing and Indelible Inks; Eradicators; Artist Colors; Marking Devices and Inks.

© THE CARTER'S INK COMPANY, CAMBRIDGE 42, MASSACHUSETTS  
THE CARTER'S INK COMPANY OF CANADA LTD., MONTREAL, P.Q.

Take the "tip" from Kitty:  
"To keep clean when changing ribbons, change to Carter's Silver Tip."



INEXPENSIVE TANK TRAINER costs \$50. Psychologists designed it to teach tank drivers who would otherwise have to use a \$100,000 tank.

## PSYCHOLOGY CONTINUED

reduced. Not all surveys, of course, are made under best statistical procedure—and it is a good idea to ask how the figures were obtained before believing them.

Polls have been widely used by government—for example to try to determine in the 1930s what kind of crop controls farmers would accept—and especially by business, which uses them to test the audience of television shows and the reaction to various types of advertising and public relations campaigns. The effectiveness of advertising slogans has been tested in this manner, with results showing that the number of people recognizing the slogan may vary from as little as 1 or 2% for a poor one to 70% for a really good one. Other surveys have shown that face powder sells better in a blue box than a green one, that tan automobiles are more popular in the West than in the East and that a blue-tinted box will sell eggs 30% faster than any other color.

A company once asked a research firm to test public reaction to a shoe preparation it was about to put on the market. The research firm reported that a great many women disliked the can because its border design looked like a worm crawling around; the company put out the product anyway and went broke. Another company spent a small fortune advertising the purity, smoothness and antiseptic properties of its talcum powder—only to find in a survey that 95% of its customers bought it because they liked the smell and the other 5% because they liked the shape of the can.

The newest psychological technique in the advertising field is called "motivational research," or MR for short, and is the subject of much violent argument among both advertisers and psychologists. It has long been known by the psychologists that we often behave as we do for motives completely different from the ones we like to think we have. Dislike of another person's race or religion, to cite a common example, is less often a considered opinion than a process of merely foisting off onto someone else our own frustrations and inferiorities. Similarly we perhaps buy new automobiles or bow ties for reasons which are not entirely obvious to us. Some of the motivational research experts in the advertising business claim that they can learn these motives and sell more goods by gearing advertisements to them.

Some of the things the MR experts do seem eminently sensible. One of them advised Pan American-Grace Airways to quit using pictures of pretty models to advertise its South American tours and instead show the kind of middle-aged couples who actually have the money to take such trips. Brewers were advised that they would get nowhere trying to sell their product as a luxury item but should direct their ads to the homey and

CONTINUED



*You've probably often heard that*  
**LIQUIDS HELP IN COLDS...**



*Take this*  *special relief-giving liquid*

**for the HEADACHE and  
FEVERISH, ACHY FEELING  
OF YOUR COLD!**



Take good care of yourself—let ALKA-SELTZER become a part of your own special way of caring for a cold. ALKA-SELTZER is fast-acting. It becomes a completely dissolved, buffered solution—a *special relief-giving liquid* that your system uses easily and naturally for relief. ALKA-SELTZER is effective. It soothes and settles an upset stomach and goes on into your system to work for relief of that ache-all-over feverish feeling of a cold. If your throat feels irritated ALKA-SELTZER makes a soothing gargle, too. Take good care of yourself when you have a cold—and take ALKA-SELTZER to help you *feel* better while you're *getting* better.

**Also buy ALKA-SELTZER...as millions do...for HEADACHE,  
UPSET STOMACH, TIRED-ACHY FEELING**

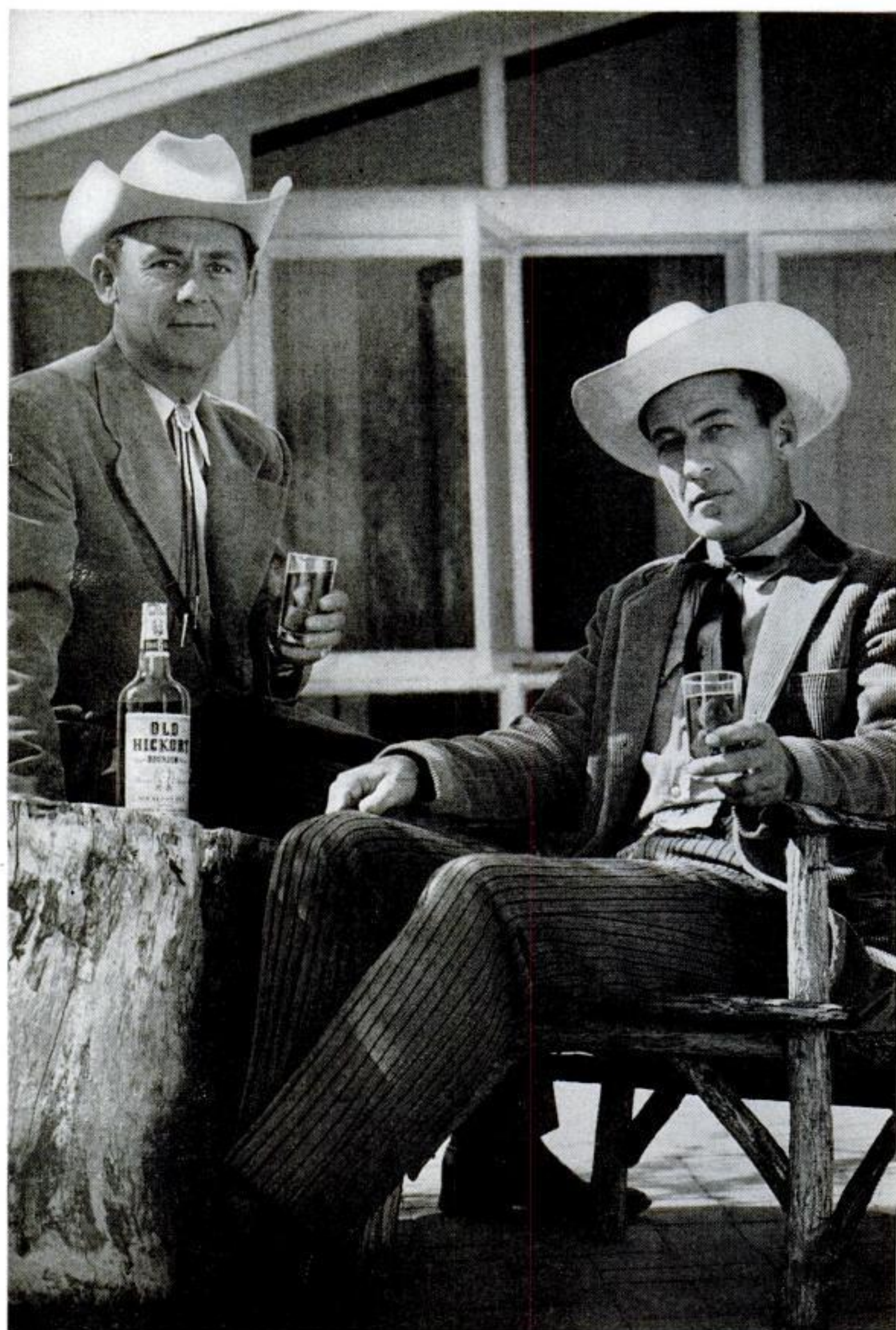
**Alka-Seltzer**  
BRAND

**MILES LABORATORIES, INC. ...for Better Health**  
ELKHART, INDIANA





# Welcome, brother, if you're a Bourbon Man



To a Westerner, hospitality without Bourbon  
is like a handshake without warmth.  
Old Hickory shows you why.  
Great Bourbon enriched by extra years.  
*The best friend ice ever had.*  
With it you rediscover Manhattans,  
make Old Fashioneds new.

OBSERVED IN THE BEST CIRCLES

**OLD HICKORY**  
*Straight* **BOURBON** *Whisky*  
SIX YEARS OLD

86 PROOF • ALSO IN 100 PROOF BOTTLED IN BOND • OLD HICKORY DISTILLERS COMPANY • PHILA., PA.

## PSYCHOLOGY CONTINUED

comfortable people who drink the most beer. The company that makes Marlboro cigarettes abandoned its strictly feminine advertising appeal in favor of the tattooed hand it now uses to attract men, who are after all the biggest smokers.

But other examples of MR are likely to stagger the imagination. One MR practitioner has come up with the theory that contributing or not contributing to charity is related to the toilet-training period, when the child first discovers that it can please or displease its mother by giving or not giving. Another claims that adolescent girls wash a lot to cleanse themselves of their emerging sex impulses, and that any soap manufacturer who is not ashamed to exploit this hidden motive can get rich.

MR is one of the aspects of psychology which sometimes make it seem like a dark and nefarious science of controlling man's soul and leading him around like any mechanical robot by pushing the right buttons. Another of these aspects is "psychological warfare," a term much publicized in recent years, with all its frightening implications of a science of persuasion which can lead men to fight or to lay down their arms without a struggle. There is no reason as yet, however, for lovers of mankind's individuality to abandon all hope. MR as an advertising weapon, as has been said, is still an object of much argument among the psychologists themselves, many of whom think it is largely nonsense. As for psychological warfare, this is still mostly a name, and not a very apt one. As one eminent psychologist has pointed out, it resembles the Holy Roman Empire, which was neither holy nor Roman, for it is neither good psychology nor any kind of warfare. What it is, really, is simply old-fashioned propaganda masquerading under a fancy modern name.

The psychologist has found, to be sure, some rather effective ways of appealing to our baser motives and designing propaganda for maximum effect. He has learned the startling fact that even when a piece of literature is presented to students as a horrible example of propaganda, it still often affects their opinions. Propaganda is not, however, a sure key to the control of human beings. One famous study of the 1940 election showed that voters exposed to all kinds of Republican and Democratic propaganda usually chose to believe only what they were already prepared to believe. Any astute observer who knew them at the beginning of the campaign could pretty well have predicted how they would vote, regardless of the pressures brought to bear on them. It was only those voters who were exposed to completely one-sided propaganda who showed any substantial change.

Thus any grave fears that the psychologist may some day betray humanity rest on two assumptions: first, that he will become infinitely better at influencing people than he has proved to date; and second, that all psychologists will gravitate to the side of evil. Neither of these seems very likely at the moment. Doubtless the psychologist will discover many techniques that would be at least moderately dangerous in the wrong hands or if used for the wrong purposes. But competition alone may well save the day. For every advertiser urging us to buy one brand of cigarettes there will always be a dozen others attempting to lure us elsewhere. Moreover, the adult human being is infinitely complex and far more impervious to manipulation than we sometimes realize. The psychoanalysts, as we shall see, have found that it often takes years just to understand all the diverse and complicated matters that have influenced our growing up, and that changing our adult personalities is always difficult and sometimes impossible.

## NEXT WEEK: AN EASILY-UNDERSTOOD EXPLANATION OF PSYCHOANALYSIS

Part IV of LIFE's series on psychology will discuss the fundamental concepts of psychoanalysis and explain in clear, plain terms its obscure methods of treatment. Among the questions answered are why psychoanalysis is so expensive, how much money analysts make, why an analyst uses a couch, how big a part sex really plays in a psychoanalysis and how recovery through psychoanalysis actually takes place.





*Now—in midwinter*

# Orchard-fresh slices

*—that bake into the most  
luscious apple pies ever!*



## Grown just for pies!

**This very day**—bake an apple pie with tart-sweet *September* flavor! A pie so tangy and crisp, you'd think the apples had been picked this morning!

**Special Pie apples!** Only Comstock brings you such tasty northern apples—carefully selected for flavor, packed in apple juice to seal in their orchard-fresh crispness. Just compare them with the bland, mushy cookers you so often buy in midwinter!

**Peeled, cored, sliced!** No paring, no puttering. All you do is sweeten and spice Comstock Pie-Sliced Apples to your taste. Then pour them into your crust and bake the most luscious apple pie ever. Why not pick up a couple of cans today? You'll find they actually *cost less* than ordinary store apples.

# Comstock

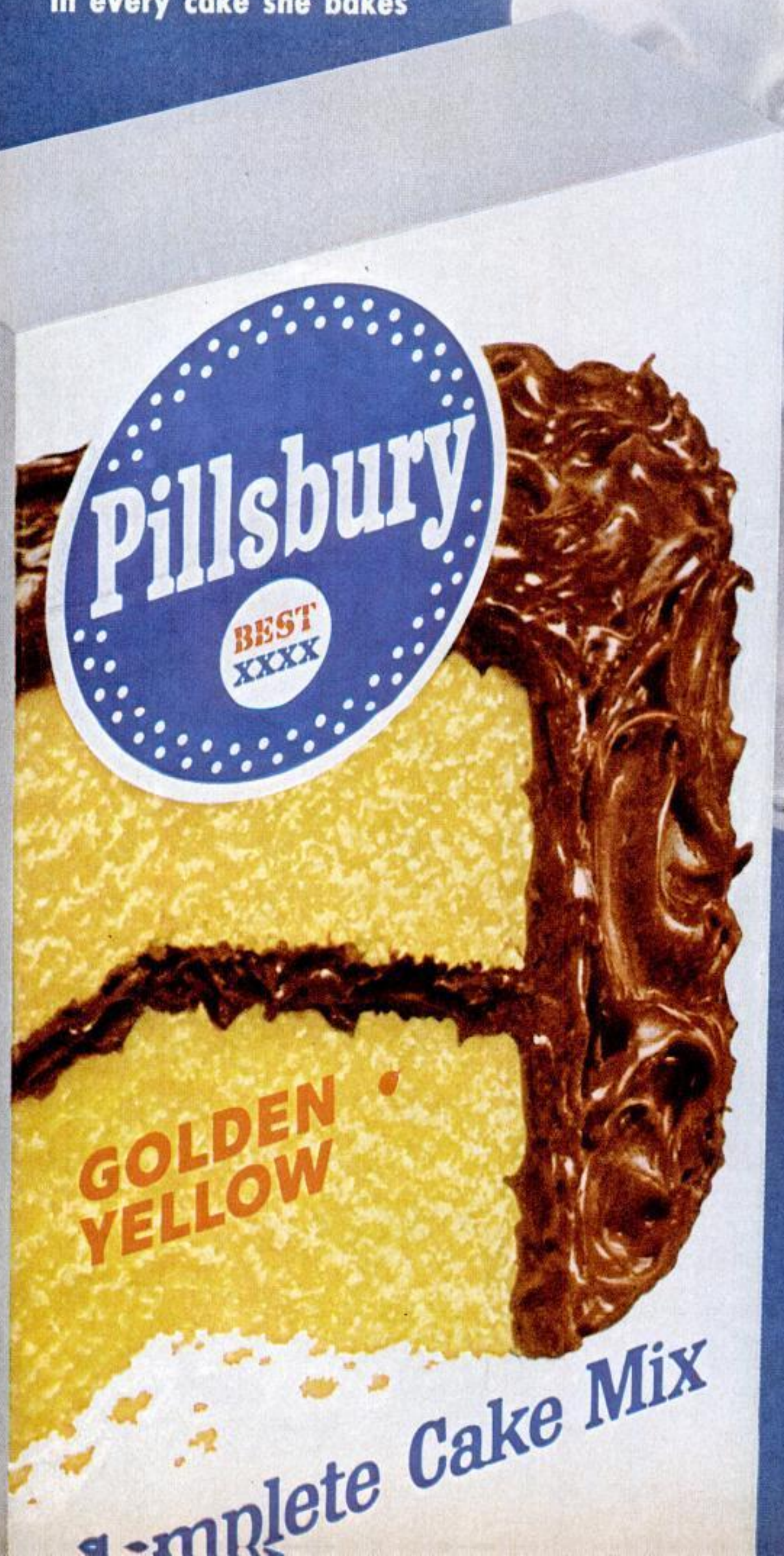
*the makin' of your bakin'!*

CHERRY • PEACH • BLUEBERRY • PUMPKIN • MINCEMEAT  
STRAWBERRY • PINEAPPLE • APPLE  
COMPLETE PIE FILLINGS



# The “impos

For the woman who wants  
homemade goodness  
in every cake she bakes





# sible” *no longer is!*

The rich, moist “homemade” cakes that “couldn’t be made from a mix” are yours to make from a mix right now.

*New instant shortening, made especially for Pillsbury, is “exploded” into the mix... blends throughout the batter in one simple mixing. No increase in price.*

Eight out of 10 women now use cake mixes and say they’d find it hard to live without them. But down deep in their hearts a lot of these women have felt that a cake out of a box could never “quite come up” to what mother used to bake.

Maybe they were right. At any rate, Pillsbury did something about it. We found



#### She couldn’t tell her own cake

After two years of effort to put real homemade quality into a package, women had to be the judge and we made judges out of them. When almost 200 fine cake bakers were asked to choose between a home-recipe cake they’d baked themselves and a new Pillsbury Cake in the same flavor, an overwhelming majority voted for the Pillsbury Cake.



**All 6 flavors guaranteed to produce homemade results**

out what women most admire in homemade cakes, and now, after two years of work, we have met those standards.

The key to the whole thing is a new Instant, Self-Mixing Shortening that spreads itself evenly and smoothly all through the batter, as soon as you add milk to the mix and start beating.

As a result you get cakes that are the real homemade article . . . tender, fine-grained, and with a beautiful new moistness that helps keep them fresh when you have a piece or two left over.

And now you mix the new Pillsbury Cakes in just one step. Blend in the milk and beat. As always, no eggs to add.

Impossible as it may seem, most women can’t tell the difference between a fine home-made cake and one made from these remarkable new Pillsbury Cake Mixes. You try them. You’ll see.

**THE NEW Pillsbury CAKE MIXES**





For this Libby "topping", we add a bit of thickening and grated lemon

# Angel Pie gets a "crown of jewels"

**Libby's** Fruit Cocktail gives it for less than 5¢ a serving!

Cover your Angel Pie with Libby's Fruit Cocktail and you'll cover yourself with glory! For this sparkling combination of gem-like fruits is a delight to behold . . . delicious to eat. In fact, Libby's is such a perfect fruit combination some say it's one Nature herself had in mind but didn't get around to.

Keep a can chilling, and more within easy reach. That way you'll be set to enjoy Libby's luscious Fruit Cocktail by itself—or fixed in your favorite ways—any time you please.

*Libby, McNeill & Libby, Chicago 9, Ill.*

## YOU'LL LOVE THESE LIBBY DESSERT SURPRISES, TOO!

"Pear Split" made with Libby's Pears. Tender, yet firm . . . and laden with juice, no fruit beats Libby's Pears for refreshingly delicious eating.



Libby's Peaches, rice 'n whipped cream (sweetened). Round, beautiful, luscious as they come, Libby's Peaches spruce up simple desserts as nothing else can.







ON THE GOBI DESERT, TEAM OF RAILROAD WORKERS EMPTIES BASKET OF ROCK ON EMBANKMENT NEAR YUMEN AS AN OIL TRAIN STANDS IN THE BACKGROUND

# RED CHINA ON THE MARCH

A New Zealander in a land off-limits to U.S. newsmen reports on its desperate but impressive effort to make itself modern

In the huge, mysterious land now known as the Peoples' Republic of China, vast rumblings can be heard. In Red China's remote northwest, whipped by the winds out of the Gobi desert, antlike men empty endless baskets of stone—and a railroad to Russia takes shape. In the northeast new and rebuilt factories work nervously to turn out trucks, rails—and above all, steel. In Peking, the nation's capital, the Communist party boasted that the high goals of the first five-year program, whose fifth year is just beginning, would be met ahead of schedule.

None of these things were U.S. journalists privileged to evaluate. The U.S. State Department has forbidden reporters to accept Red invitations

to visit China—and canceled the passports of three newsmen who went in anyway. On these pages LIFE presents the picture report of Tom Hutchins who, as a New Zealander, was able to go to China, unhampered by what the *New York Times's* Arthur Krock called "indirect censorship."

Anyone visiting a police state sees mainly what he is supposed to. But it is clear from Hutchins' report that Red China has made some formidable efforts. New frontiers are opening, and everywhere the emphasis is on production and industrialization. Everywhere are serious people, harnessed to work and norms and slogans. If it reaches its set goals, Communist China, by 1962, will rank among the world's 10 top industrial powers.

Photographed by TOM HUTCHINS

CONTINUED 107





**PUSHING A SECTION OF NEWLY LAID TRACK INTO PLACE ON THE 1,680-MILE LINE BETWEEN LANCHOW AND RUSSIA, A RAILROAD WORK GANG STRAINS AT ITS**



**LEAVING THE OIL FIELDS** at Yumen at end of shift, workers pack into Dodge truck left over from Nationalist days. Work week is six eight-hour days. Wages are high, sometimes double what they are for similar jobs in eastern China.

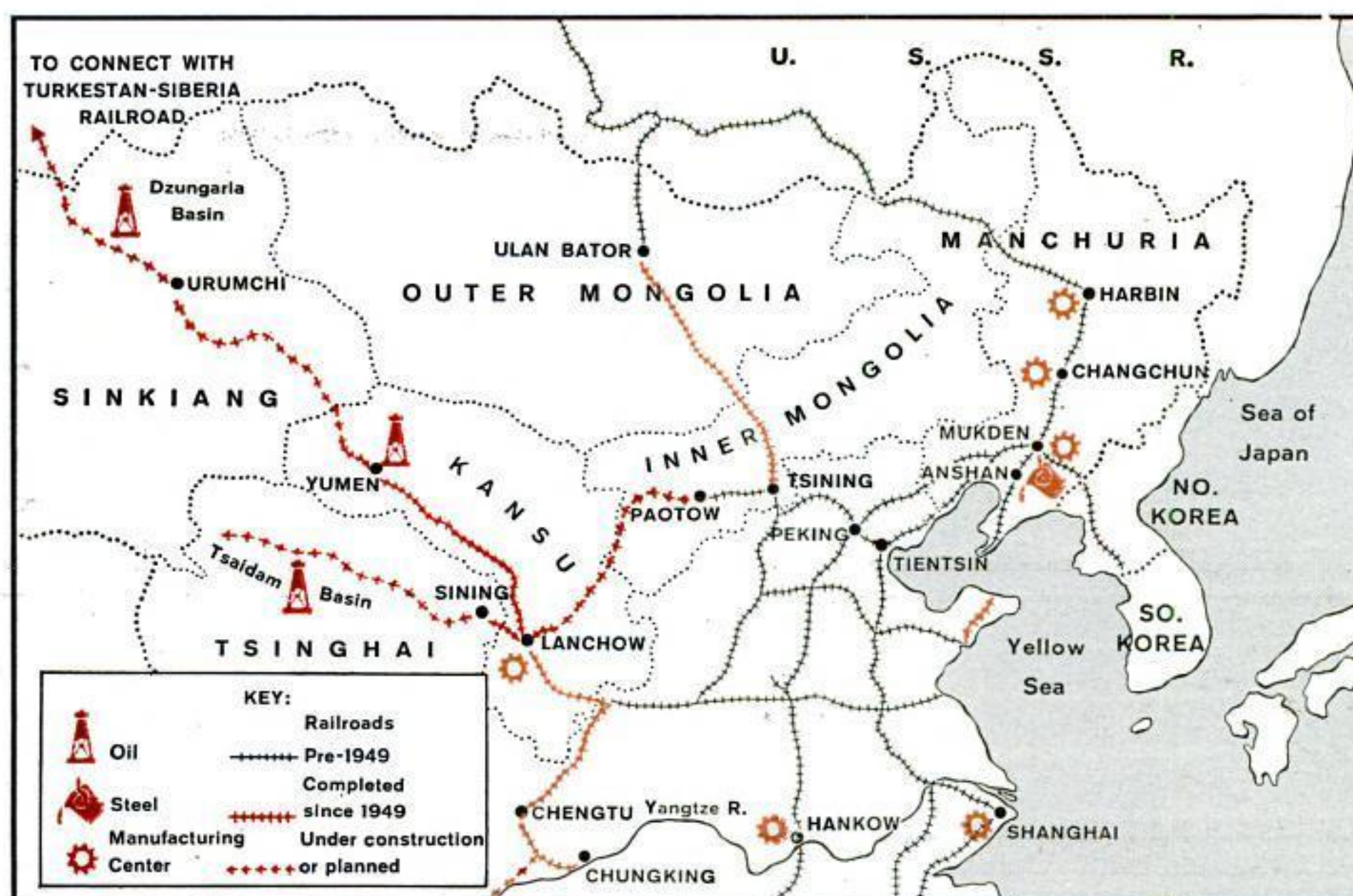


**LOADING CRUDE OIL** in one of Yumen's daily dust storms, worker hangs on to his hat in the high wind. Oil is en route to a Lanchow refinery. Last April the government began construction of China's first automatic refinery in that town.





CROWBARS IN THE GOBI DESERT NEAR YUMEN



**INDUSTRIAL EXPANSION** of northern China is shown on map. Before 1949 there was well built-up rail network in east. Now net is spreading west and

one line (*upper left*) passes through Yumen and will join track to Moscow. Two important new areas are rich oil deposits in Dzungaria and Tsaidam basins.

## CHINESE WESTWARD HO!

Past Yumen, where the end of the Great Wall of China crumbles into the desert, the steel rails (*map, above*) creep toward the antique, arid land of Sinkiang. They mark the opening of a new industrial heartland in China's strategically protected and undeveloped western provinces, rich in oil and minerals. And they point the path for what may be one of the biggest mass migrations in history.

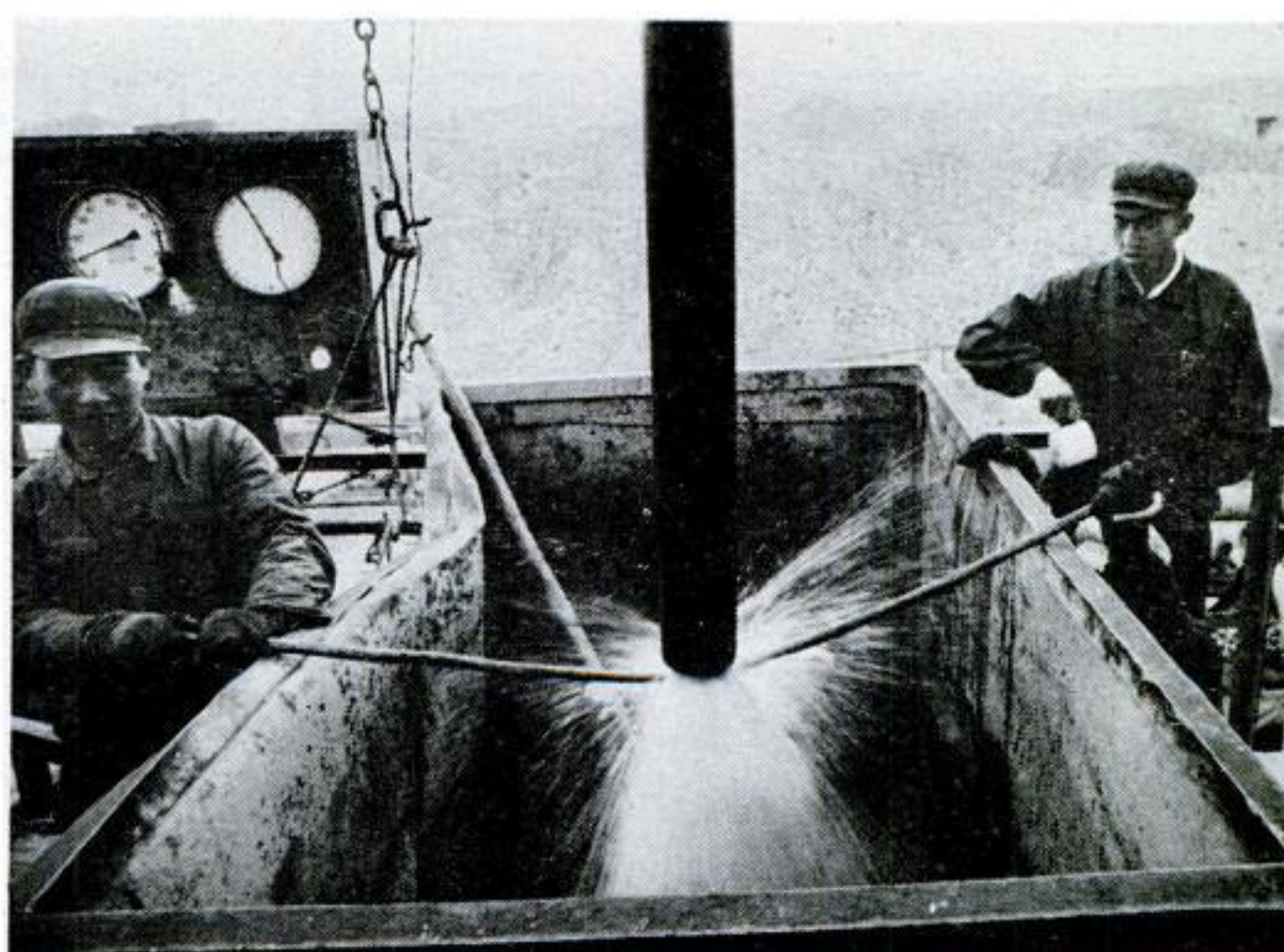
Along the route of the rails, cities are springing up. The town of Lanchow, ordained to become the hub of the new west, already houses 540,000. Westward from Lanchow, 210,000 more have moved to Yumen, China's oil producing capital. Another 180,000 have moved still farther west. When the rails reach Sinkiang they will be met by a gigantic labor force of 230,000 men, the demobilized army of warlord General Tao Sze-yu who joined the Communists. Now "volunteers," these have already built a truck factory and a textile mill

at Urumchi, and 11 state farms, where they live organized like army regiments.

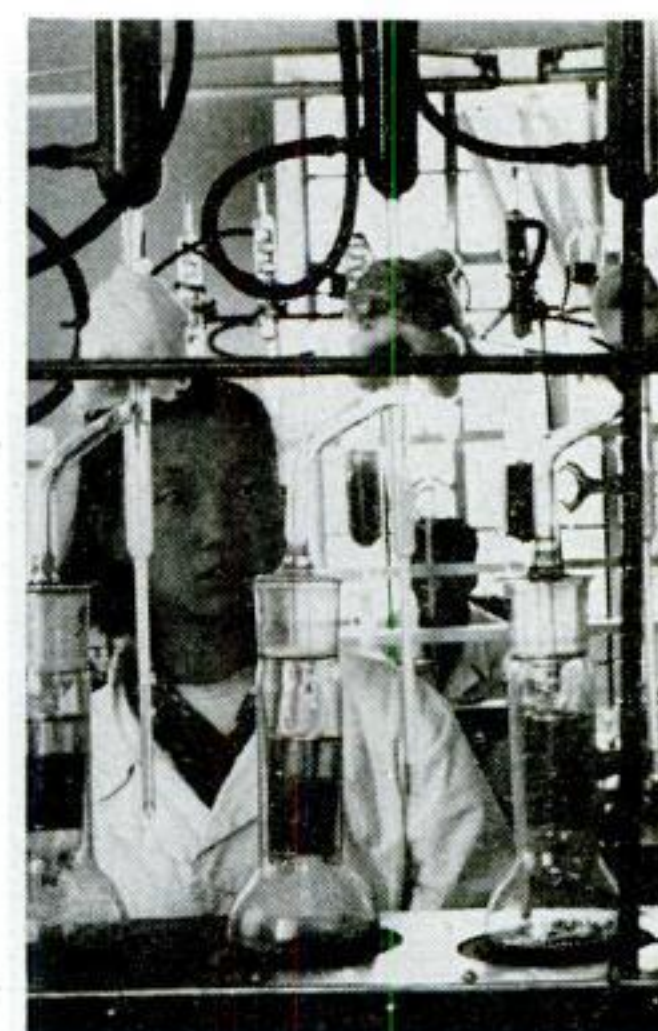
Yumen itself has grown from 4,000 to 57,000 since 1949, though its housing has only quadrupled. In its harsh streets, blasted by daily sandstorms from the Gobi, and on its gigantic 2,700-square-mile oil field, are 2,000 survey workers, 42,000 oil producers and 5,000 service workers. Working slowly, but by thousands and in shifts around the clock, they hope this year, now that the railroad has reached Yumen, to boost production 100%. The workers are young, more than half of them under 26. Many were talked into going west by party propaganda. Others were sent there by the government, having been labeled unnecessary or unproductive in overcrowded cities like Shanghai. They are the ones depended on to reach Red China's 1959 goal of 93,400 barrels a day (U.S. 1956: 7,150,000) and stave off soaring demands for oil from a nation just beginning to need it.



**CARRYING CEMENT**, a coolie totes bucket past Yumen refinery. He gets \$21 a month—low pay for Yumen.

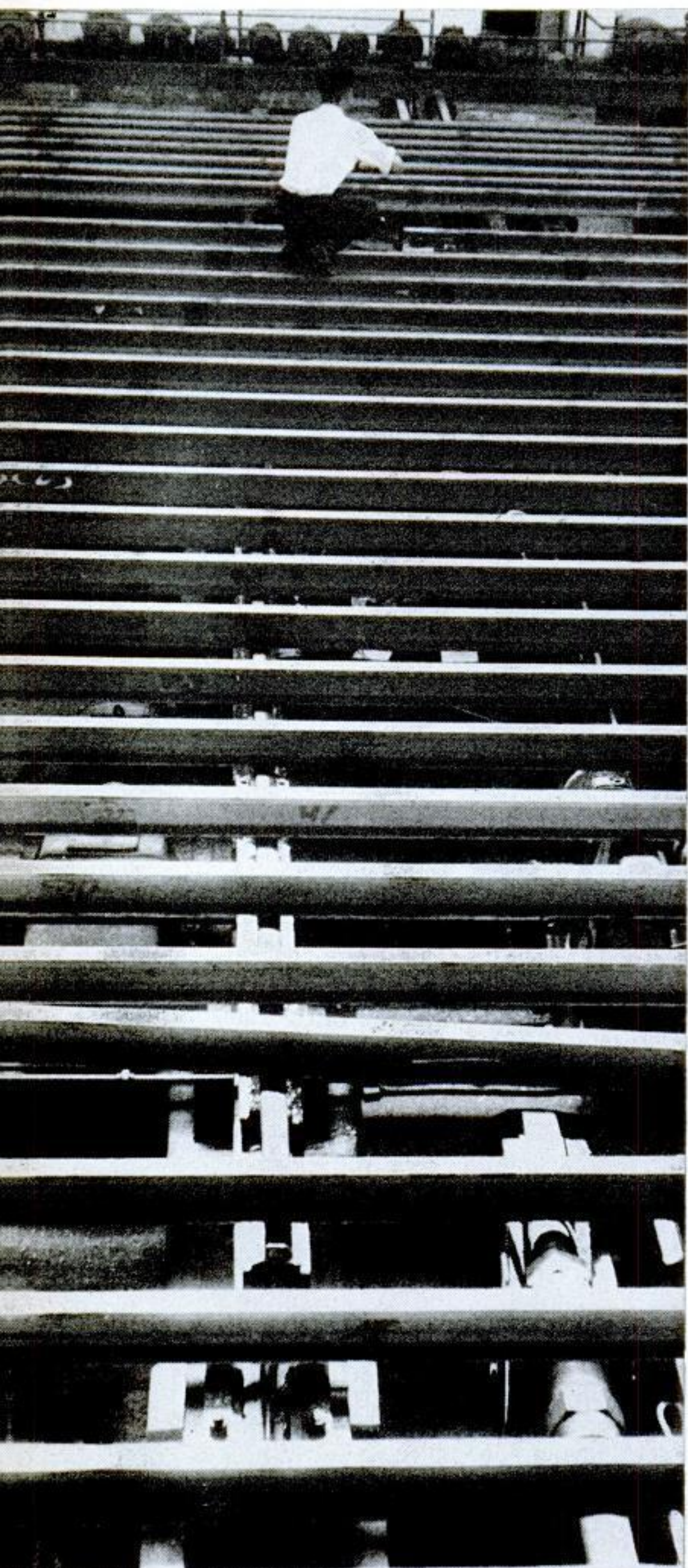


**TESTING A NEW WELL**, two men use bar to open the end of pipe and worker at right uses an enamel cup to catch the sample for analysis. East Germans, Hungarians, Romanians and Russians have all helped with experimental drilling.



**IN YUMEN LAB** girl chemist tests drilling samples. Many such technicians are getting on-the-job training.





STEEL RAILS move along on the cooling bed of an Anshan rail mill as a worker tries to clear a jam-up.



IN A RUSSIAN-DESIGNED AND EQUIPPED SEAMLESS-TUBE PLANT, THE PRIDE OF THE ANSHAN COMPLEX, A



## BIG PUSH IN

While worker gangs sweat on the northwest frontiers, a vast industrial complex in Manchuria in the northeast is smoking ahead in a race for industrial power. Its mines and factories sit on two thirds of China's iron ore reserves and account for 60% of iron and steel production.

Some of these factories served as an arsenal for the Japanese in World War II. Many were stripped by the Russians in 1945. Today the Russians are helping to rebuild Manchuria with thousands of technicians and more than \$1 billion in equipment. Outside, the plants are gray and drab, but inside they sparkle with the latest machinery from Russia, Poland, Czechoslovakia, East Germany. "The very latest," said a

POLISHING GEARS in Mukden machine-tool plant, girl uses Russian equipment in old Japanese arsenal.





SEAMLESS-TUBE BILLET (LEFT) MOVES ALONG TRANSFER TABLE AS A GIRL TRAINEE (RIGHT) TAKES NOTES



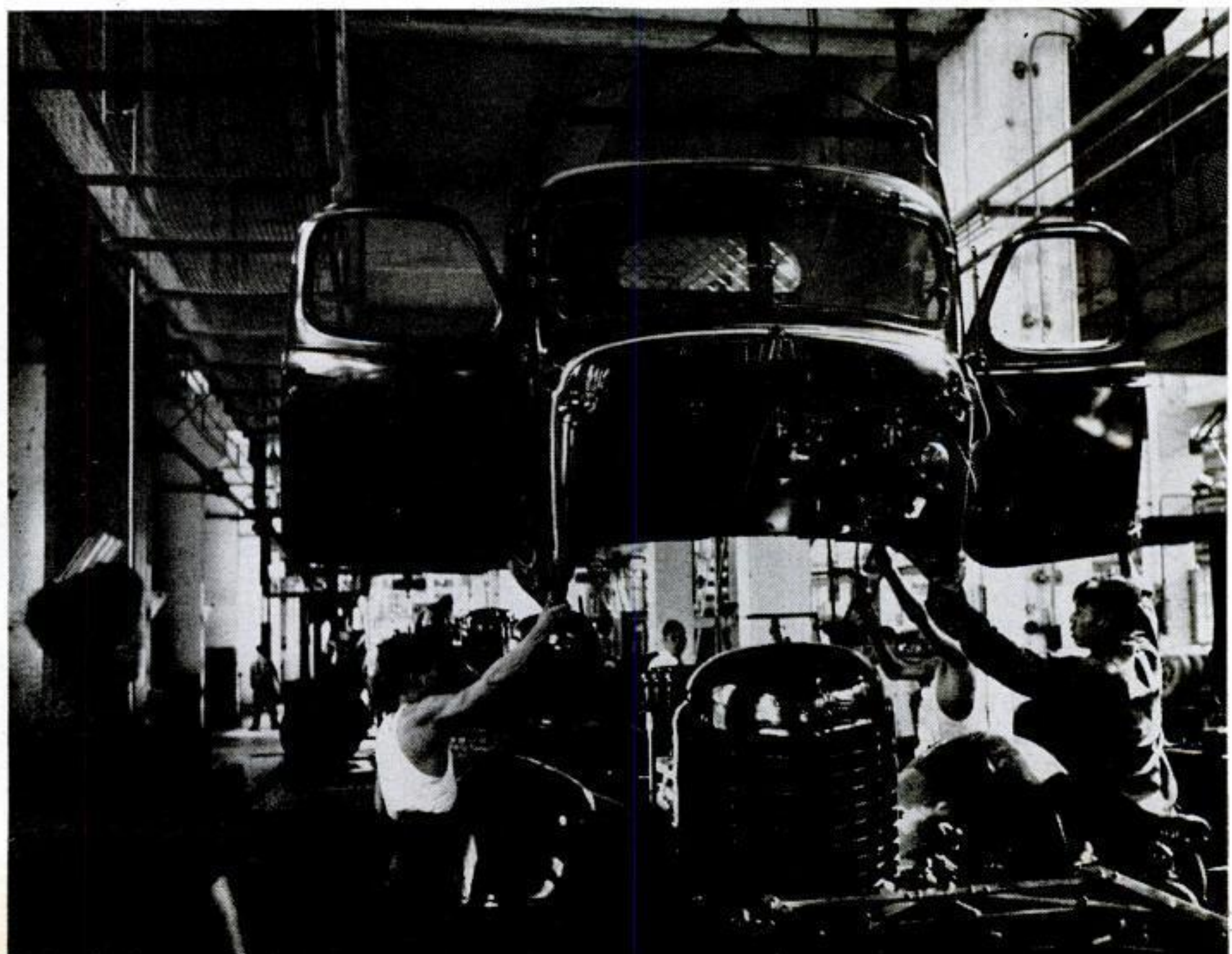
POWER STATION STACKS tower over the ancient houses of Fushan, China's main coal-mining center.

## MANCHURIA

Soviet adviser of Changchun's truck factory. "You don't even see it in Moscow or anywhere in Russia." The factories are growing as they produce. Since 1953 the Anshan iron and steel complex, where there are 93 mines and factories, and 80,000 workers, has added five automatic blast furnaces, three rolling mills, eight coke oven batteries and housing for 10,000. If things go as planned, China's industrial production will double in the next five years. Steel, for example, will jump to 11 million tons (U.S. '56 production, over 115 million). But the potential of its fine new plants will not be realized until Communist China can solve a pressing problem, a shortage of skilled labor.

**BUILDING TRUCKS** in Changchun, workers lower the body of 4-ton Russian style "Liberation Lorry."

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# NEW METHODS FOR AN ANCIENT LAND



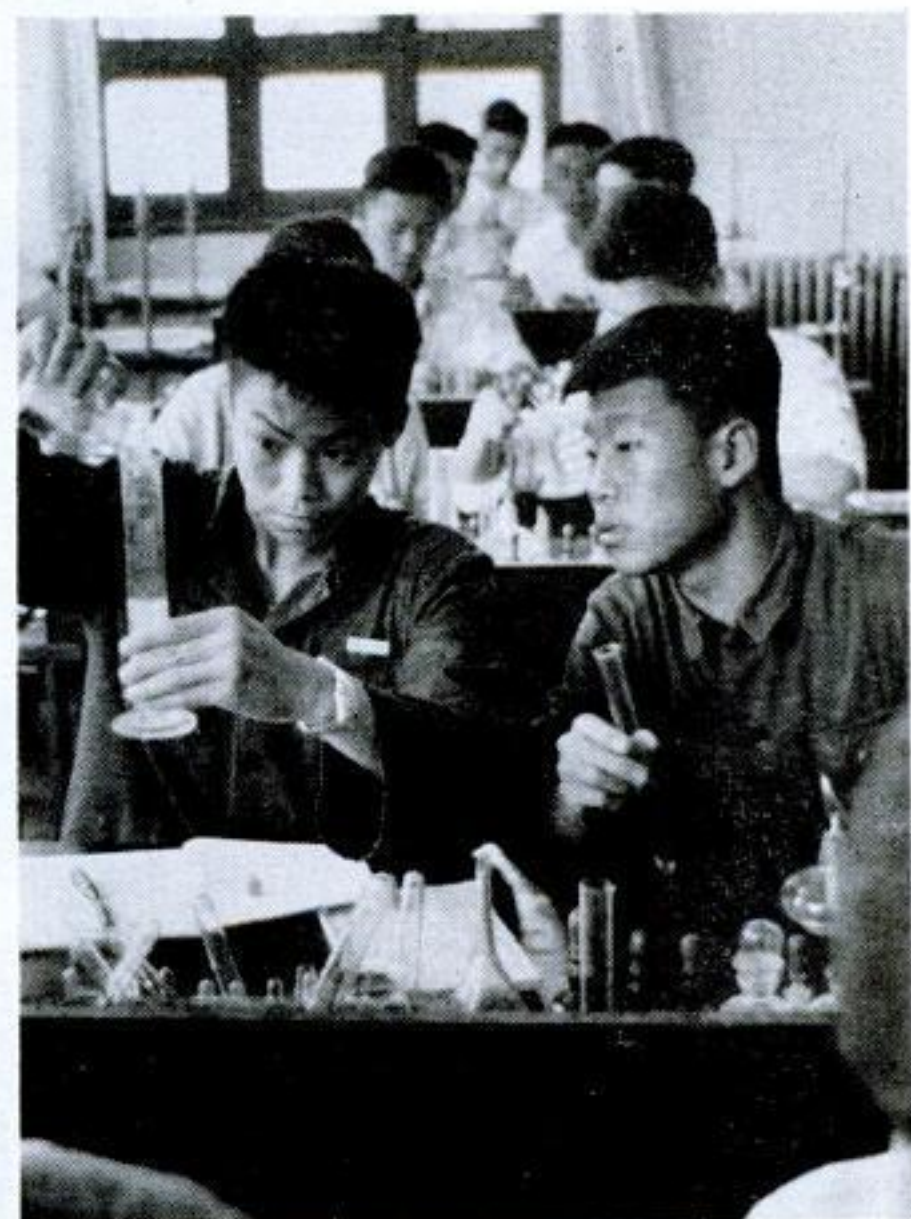
**BRIDGING THE YANGTZE** at Hankow, a mile-long span starts across the river. Built by the latest Russian methods, its double decks will carry both road and

rail traffic which, until the bridge's completion, will be ferried across river as they were in past. "The Soviet technicians were tireless," said Chinese engineer.





WORKER TAKES OFF BOBBIN OF YARN FROM CHINESE-MADE MACHINE IN AN URUMCHI TEXTILE PLANT



HIGH SCHOOL PUPILS study chemistry in a lab in Peking. Technical courses are emphasized.



HUNGARIAN COMBINE harvests wheat on collective farm near Peking. Farm covers 55 villages.



AMERICAN MACHINERY taken over from Chinese private owner in 1949 makes flour in Peking.



TECHNICAL STUDENT in Yumen oil center studies engineering after work. On wall are T-squares.

EX-SOLDIER "VOLUNTEERS" HARVEST WITH COMBINE ON A 50% MECHANIZED STATE FARM IN SINKIANG



ON-JOB TRAINEE, an Uighur girl from Sinkiang, studies lathe in "October Truck Repair Factory."





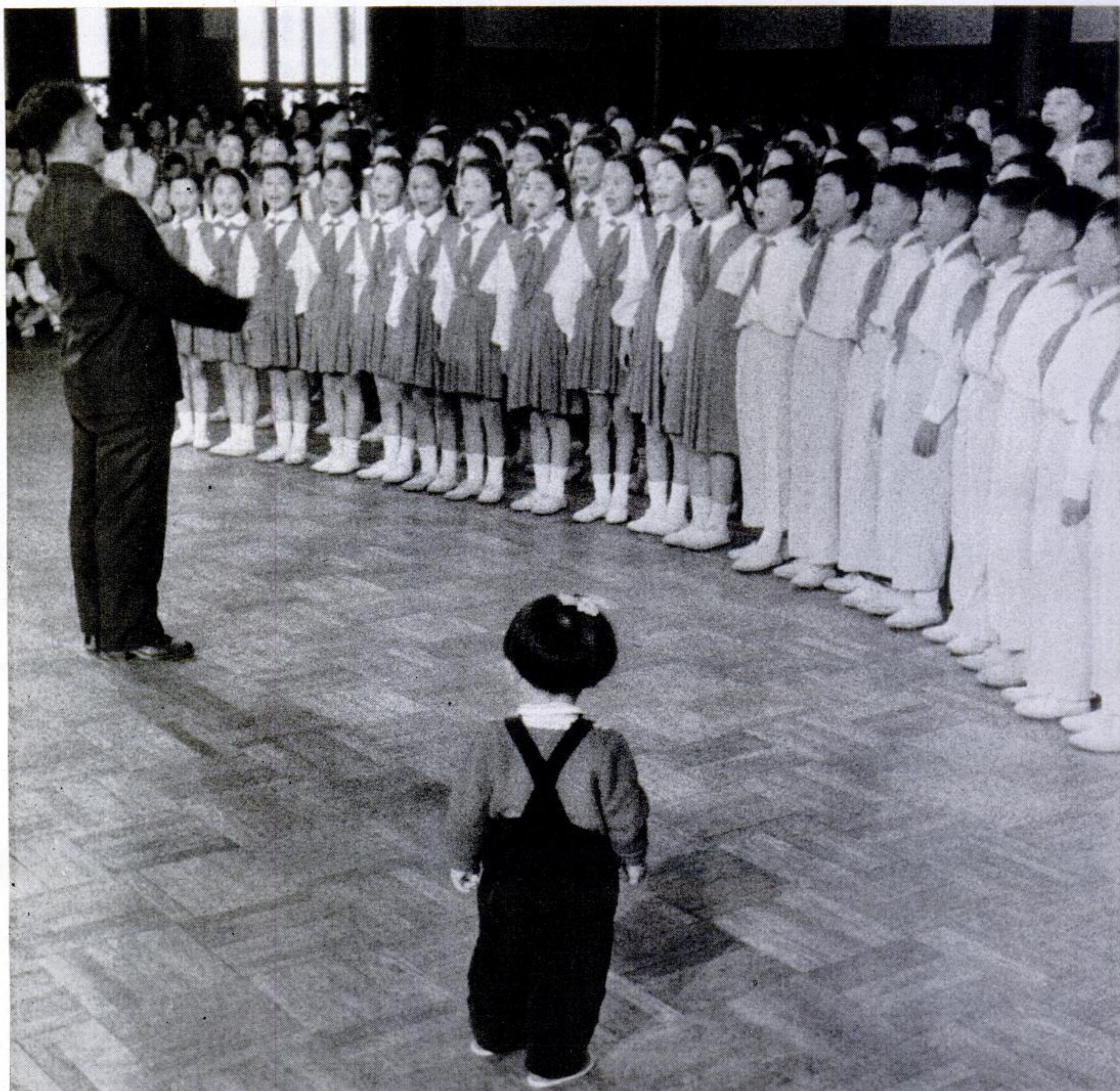
**WORKING AMID SLOGANS**, men and women on control platform of seamless tube factory stand behind sign promoting "quality-quantity-competition-week."

CHINA ON MARCH CONTINUED

## ACCENT ON YOUTH

One fact impresses Westerners able to go to China today; it has become a land of youth. To one the coolies in "long lines of ants," all seemed only 20 years old. The young work under slogans like, "We dedicate the springtime of our lives to the glory of our motherland." Red China, only a few years removed from universal peasantry, must count on adaptable youngsters to apply its ideology and new industrial techniques.

In China's biggest polytechnical institute the student is told, not asked, what his career will be. In factories, after work, his technical knowledge is polished. He is urged to take part in "emulation campaigns" and challenge factory rivals to a race to exceed production norms. Already this seems to come naturally—and will probably seem even more natural to workers of the next generation. Like the "young pioneers" below, children are receiving early indoctrination and losing their identities, singing never solo but always in chorus, and chanting Mao's "Study hard, work hard, preserve your health." Then they will grow up and many of them head west (*opposite page*) into the new frontiers of Communist China.



**ELITE YOUNG SINGERS**, all red-scarved young pioneers, entertain crowd at a celebration in Peking hotel as little individualist toddles out of line to watch.

**OFF TO THE WEST**, workers with children board a train at Wuwei to work in oil fields, on roads and railroads that will push China's development even farther west. →







*Really new taste discovery!*

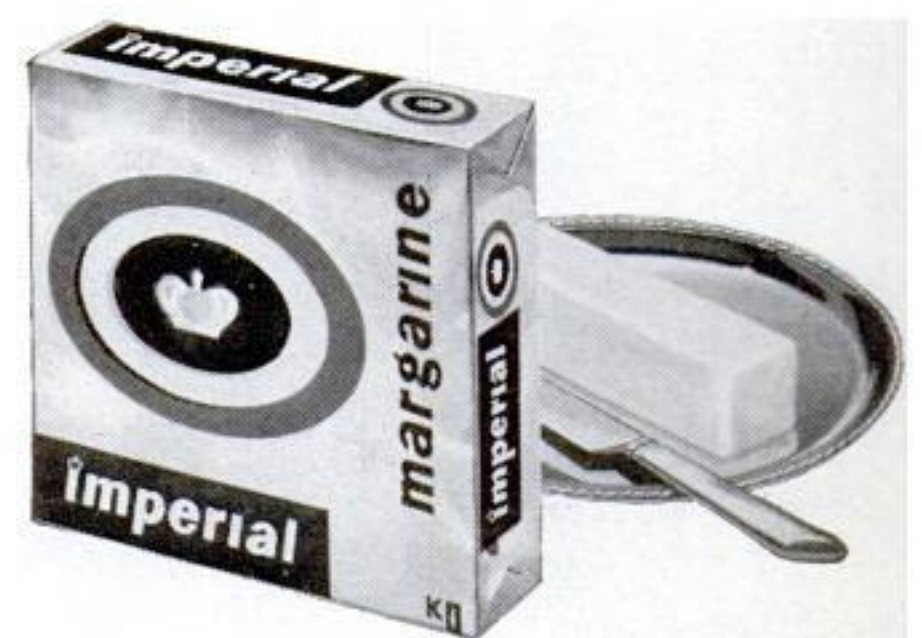


IMPERIAL-REG. U. S. PAT. OFF.

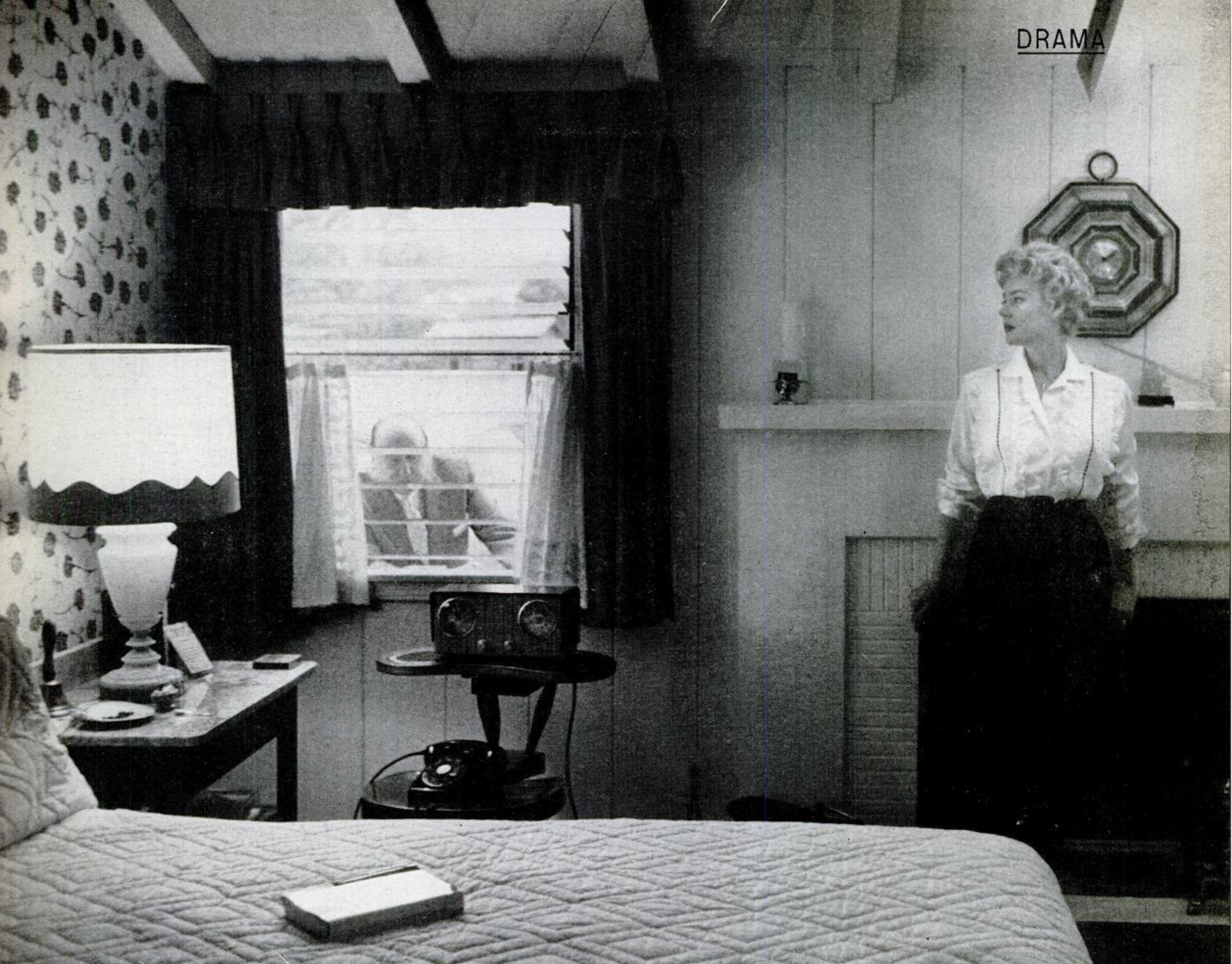
# ***imperial*** **has real natural taste!**

The instant you taste it, you *know*. Imperial has *real natural taste*. And *natural* aroma, too. On toast or muffins, melting over hot vegetables—any way you use it, wonderful new Imperial is delicious. Costs a little more, but adds so *much* more to your enjoyment of good food. Serve Imperial—*always* in good taste.

P. S. To keep it fresh, keep it cold.







MARIE McDONALD RE-ENACTS OPENING SCENE. SHE IS IN BEDROOM TALKING WITH STRANGER (PLAYED BY LAWYER JERRY GIESLER) WHO APPEARED IN WINDOW

## THE VANISHING LADY RE-ENACTS HER STORY

### Marie McDonald and her lawyers show her version of kidnaping

Hollywood, which frequently has trouble distinguishing between make-believe and real life, was in more than usual confusion over Marie McDonald's kidnaping story. A blond actress known as The Body, Miss McDonald was missing from her home for 24 hours. Then she was found, beaten and dazed, near a desert road.

Since Miss McDonald as a Hollywood figure is largely a creation of publicity, her story was met with some skepticism. So she agreed to re-enact for LIFE her version of what had happened with herself as heroine and her lawyers playing the villains. It was close to midnight, Miss McDonald said, and she was in bed reading a murder novel. A menacing voice came from a window. She put down her book—and with the scene above, the re-enactment begins.



**OPENING FRONT DOOR** after man at the window had threatened to shoot her baby in its crib, the frightened Miss McDonald confronts the stranger.



**OUTSIDE NURSERY** other bandit (played by Lawyer Rexford Egan) frightens Miss McDonald further by showing he could shoot baby through a window.

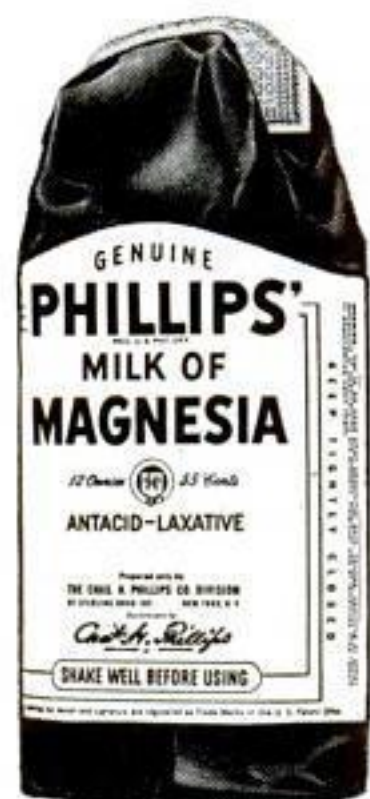


I settle  
my stomach  
in seconds...



## with Milk of Magnesia

Gas, heartburn, stomach sourness—all symptoms of acid indigestion are eased away—*quickly!* Phillips' Milk of Magnesia—one of world's fastest antacids—actually *settles your stomach in seconds!* So when too much food, drink, tobacco upsets you, take Phillips' Milk of Magnesia and feel fine again—*fast!*



**PHILLIPS'**  
MILK OF MAGNESIA

## Vanishing Lady CONTINUED



**BACK IN LIVING ROOM**, her "kidnaper" put a newspaper into the fireplace coal bucket after having cut out letters from it to paste up a ransom note.



**LEAVING HOUSE**, "kidnappers" take Miss McDonald down to the gate. The family boxer raised no alarm either in actual kidnaping or its re-enactment.



**FREE AND HOME**, Miss McDonald hugs her 4-month-old baby, Tina Marie. When kidnappers lost their nerve, she said, they beat her up and set her free.

## AMAZING—NEW LIQWID CENTER COUGH DROPS

The Greatest Improvement  
in Cough Relief in 50 Years

SCIENTIST SEALS REAL  
"DOCTOR'S PRESCRIPTION"  
COUGH SYRUP INSIDE A  
COUGH DROP

**INSTANT RELIEF!**

Stop coughing misery this  
better... convenient way.  
Relieves dryness and heals  
raw, irritated throats.

First, you get relief from  
the pleasant tasting shell;  
later, when the shell has  
dissolved, your throat is  
bathed with the soothing,  
medicated syrup sealed  
inside.



Made by the  
makers of Iodent Tooth Paste

**SO HANDY FOR POCKET,  
PURSE OR BEDSIDE**

Quality at a Price

**Ladies Panties**

of Drip-Dri rayon jersey  
regular & extra sizes 49¢ & 59¢

**Newberry®**

sold exclusively  
at

**J. J. NEWBERRY CO.**  
a product of Sherman Underwear Mills Inc.

**A-1 Worcestershire**

Flavor hike  
for Chops



**JAW TEASERS**



Sign of Healthy  
Motoring...

**STOP**

for your gas  
at the Service  
Station that  
**VACUUMS** your  
car with a  
**PULLMAN  
VACMOBILE**



PULLMAN VACUUM CLEANER CORP., BOSTON 15





No . . . the **IBM Electric** can't handle the petty cash but . . .

it will produce

better typing . . .

save time

and money, too!

The IBM gives you typing to be proud of—always uniform no matter what touch a typist uses. And it saves time and energy because the IBM requires 95.4% less “finger-effort” than a manual. Best of all, the IBM is the world’s *simplest* electric typewriter in design and operation, the most *dependable* in performance.

The IBM saves money, too, because it helps turn out more typing in less time—helps handle more business without added secretarial expense.

And remember, IBM is the world leader in electric typewriter progress—the only electric available with proportional spacing and *electronic* tabulating.



Here's the newest IBM color—exciting Titian Glow

**IBM**

**ELECTRIC  
TYPEWRITERS**

The IBM Electric is available  
  
 in these 7 handsome colors

—OUTSELL ALL OTHER ELECTRICS COMBINED!



Just what a good egg needs...

The sweetest... leanest... meatiest bacon ever paired off  
with a good fresh egg! All because Rath sweet-cures...  
hickory-smokes bacon from corn-fed porkers (and only  
corn-fed porkers)—and does it the old-fashioned,  
take-your-time way.



Have you  
tried Rath's hearty  
thick-sliced bacon? Delicious!

# **Rath** BLACK HAWK BACON

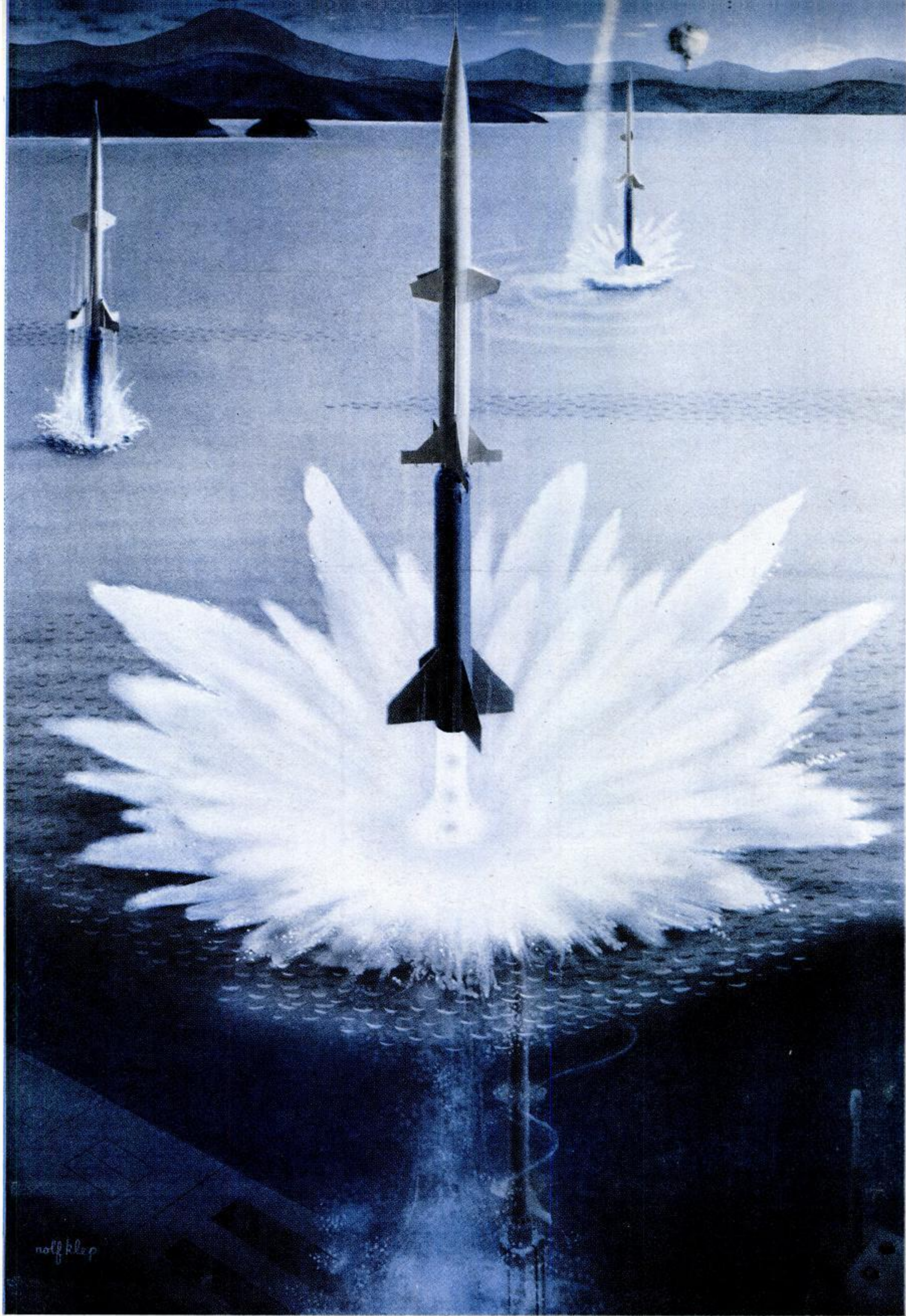
THE RATH PACKING COMPANY, WATERLOO, IOWA





## MILITARY AFFAIRS

**OUT OF THE SEA** three missiles spurt from submerged submarines in this artist's version of how the Polaris may work. Booster rocket lifts missile above the surface, then missile's own rocket motor pushes it on an arching ballistic path to the target far away.



# NEW NAVY MISSILE FROM THE OCEAN'S DEPTHS

The strange sight above of seemingly baseless guided missiles springing from the ocean's depths is not a fanciful dream. Assistant Secretary of the Navy Garrison Norton has revealed that such a missile is well along in development. When the Navy's new I.R.B.M. (intermediate range ballistic missile) is completed it will be fired from submerged submarines at land targets. With a range between 800 and 1,500 miles, it could threaten most of the Soviet Union's industrial bases.

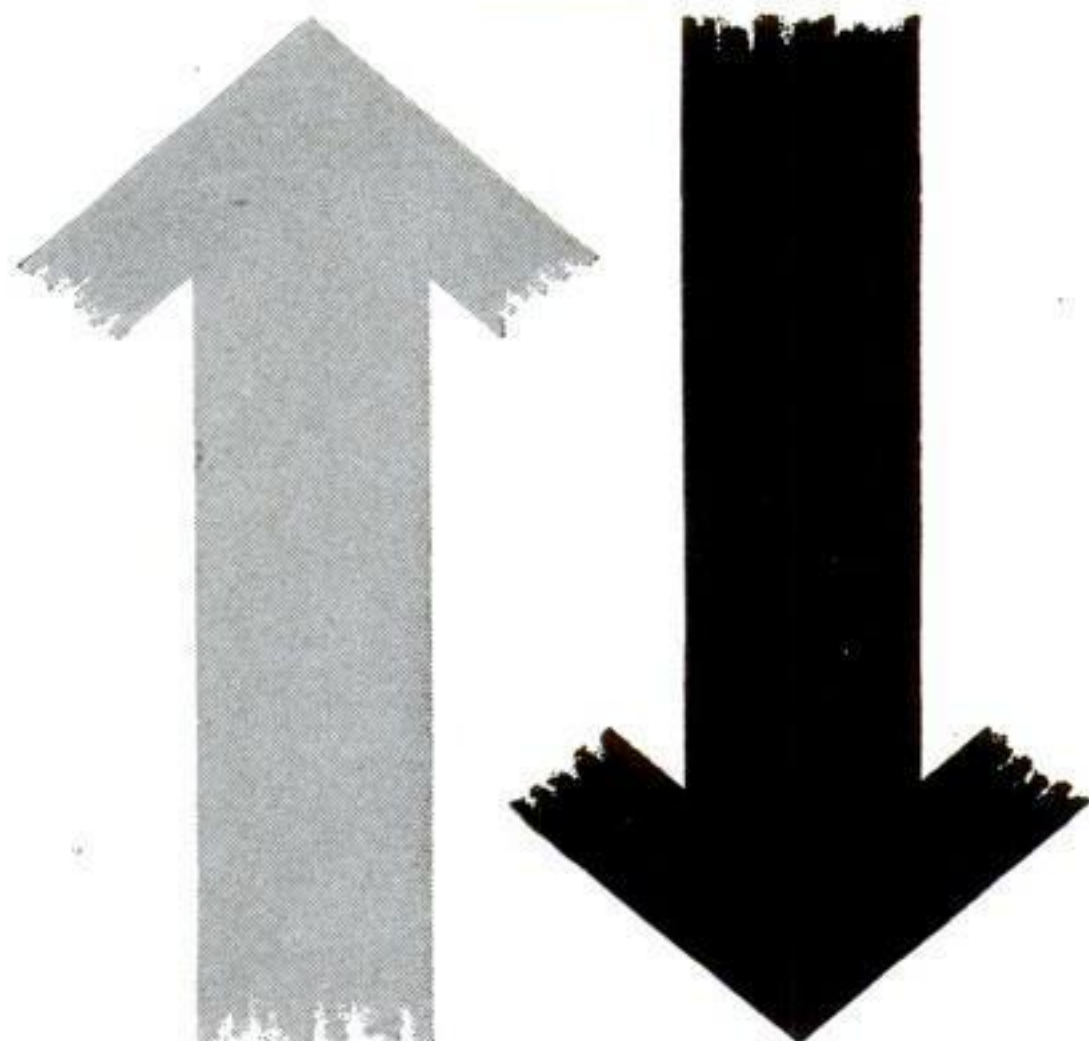
The code name of the Navy project under which the undersea missile is being developed is Polaris, after the North Star, implying that the new

weapon will get some of its guidance from the stars. The missile is a key factor in the Navy's future strategic plans, but it will probably be about five years before it is in operational use by the U.S. fleet.

Although Polaris can be launched from surface ships it will find its greatest strategic value with fast new nuclear-powered submarines. They will be able to sneak close to enemy shores, launch missiles and run. The undersea missile is not, however, an exclusive U.S. idea. The Germans devised one in World War II (*see next page*), and there are reports that Russia, with some 400 submarines, is hard at work on the same weapon.



cost of living... steep

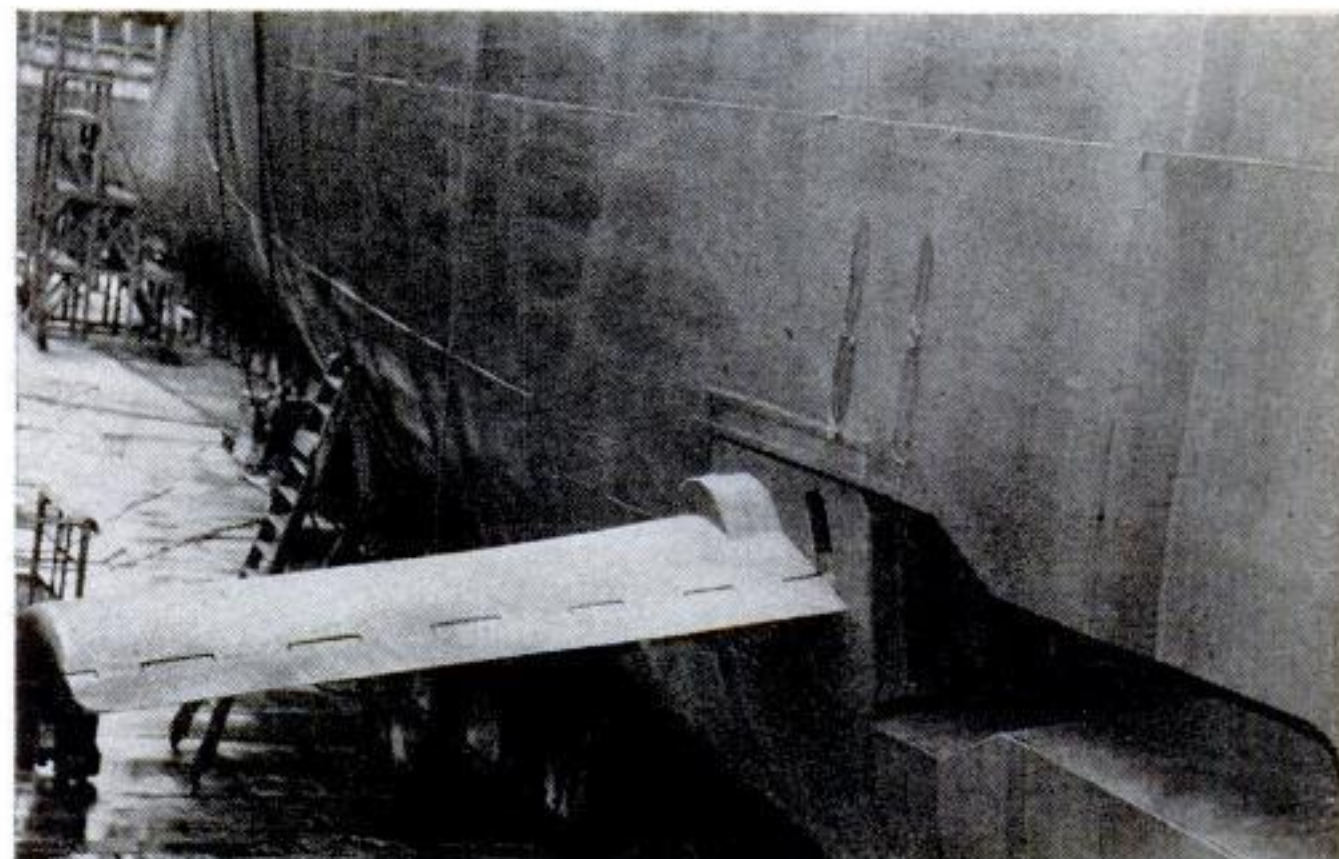


electricity... cheap

You won't find a bigger bargain than electricity. And the men and women of your electric company work constantly to keep it the bargain it is today. *America's Independent Electric Light and Power Companies\**.

\*Company names on request through this magazine

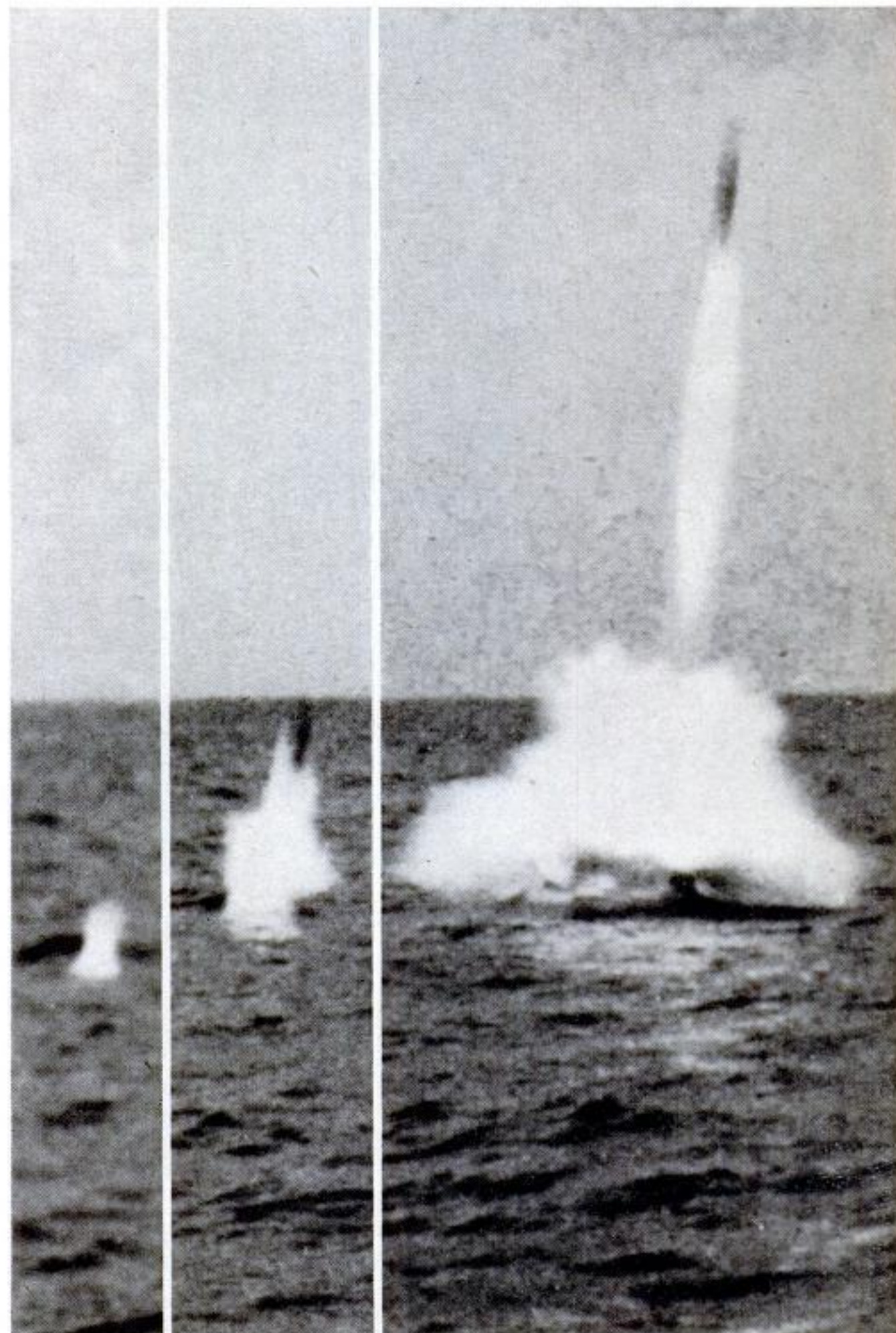
## Missile CONTINUED



**STABILIZING DEVICE** on Navy's missile ship, *Compass Island*, is a huge fin. Such fins will help reduce roll of surface ships which fire Polaris missile.

## OLD PROBLEMS PLAGUE POLARIS

Polaris is a new development of an old concept, and some old problems still beset it. In 1943 the Germans test-fired the world's first underwater ballistic missile (*below*). But the German navy rejected it—mostly out of jealousy because it was developed by army scientists. There also were two problems, which still exist. One, which applies to surface launching, is achieving stability at the moment of firing the missile. The stabilizing fin shown on the Navy's first ballistic missile ship (*above*) is only a partial answer. The other problem is the difficulty a submerged submarine has in finding its exact geographic position—the smallest error would result in an enormous miss. The solution may be sending a celestial navigating device to the surface by periscope.



**GERMAN MISSILE** is shown in wartime test as it breaks surface and rises after being fired from U-boat 100 feet down. Range was four to eight miles.

**Makes Cold-Stuffed  
Nose Feel Clearer  
in seconds**

**VICKS  
Inhaler**

**The Original HOLLYWOOD  
SKUF SHINE**

by makers of famous Sani-white  
COVERS SCUFFED SHOES... NO BRUSHING!  
SHINES TO A BRILLIANT GLOSS  
HOLLYWOOD SHOE POLISH, Inc.  
RICHMOND HILL 19, NEW YORK

**FASHION BEAUTY AIDS**  
Finest quality cosmetics sold direct to the home. Spare time money for you as our counselor in your neighborhood. Write for FREE money-making plan.  
**FASHION BEAUTY AIDS**  
Dept. L-1, Cincinnati 25, Ohio

**TUMS**  
for ACID INDIGESTION-  
HEARTBURN

**QUICK RELIEF** 10¢  
HANDY ROLL

Always carry Tums for top-speed relief of acid distress. No mixing, no waiting. Take Tums anywhere.

**OUTSTANDING HOSIERY BUYS**

**Lindale**  
Ladies', Misses', Infants', Men's, Boys'

**Musketeer**  
Men's and Boys'

Available at supermarkets, chain or variety stores  
BULLUCK HOSIERY CO., Empire State Bldg., N. Y.

**GOT A COLD?  
NOTHING WORKS LIKE  
MENTHOL  
TO BRING  
YOU FAST  
RELIEF**

Unlike "candy" cough drops, Luden's Medication actually works to clear up your nose, soothe your throat. Get this fast, medicated relief TODAY!

**LUDEN'S  
MENTHOL  
COUGH DROPS**

*More People Rely On Luden's Than Any Other Cough Drop*



Bud Palmer went for a ride... ..then he used Vitalis



Next time you tune in a Bud Palmer TV sportscast, notice how great his hair looks with new Vitalis.

## New greaseless way to keep your hair neat all day

"I like sports," says this former All-American basketball player. "I like playing them. I like announcing them. And I like driving sports cars. All this is great for me, but hard on my hair, what with sun, wind, hot showers and TV lights. That's why I use Vitalis every day. My hair doesn't dry out, and Vitalis isn't greasy."

It's as simple as that. Vitalis makes even dry, unruly hair easy to manage. Yet you never have a slick, greasy look because Vitalis contains V-7, the greaseless grooming discovery. Along with V-7, Vitalis blends alcohol and other beneficial ingredients to provide superb protection against dried-out hair and scalp—whether they're caused by exposure to the great outdoors or morning showers.

Try new Vitalis with V-7 tomorrow. You'll like it.

### SEE THE DIFFERENCE!



**New VITALIS® Hair Tonic with V-7®**

ANOTHER FINE PRODUCT OF BRISTOL-MYERS





**New knowledge shared.** Mr. Jan Oostermeyer, Assoc. for Applied Solar Energy: "LIFE's story on our world Symposium on Solar energy let millions share the knowledge of scientific milestones achieved."

# How people respond to **LIFE** in

**W**HEREVER AND WHENEVER LIFE appears, exciting, eventful things happen . . . and keep on happening. That's because people *respond* to LIFE. They look, feel and *react* to LIFE's personal, continuous impact.

Here on these pages is a typical example . . . Phoenix, Arizona.

Phoenix, a glowing green oasis in the "Valley of the Sun," is much more than a top tourist attraction. It is a bustling center of new electronic industry . . . of mammoth new irrigation projects, a mushrooming population, new schools, heightened interest and opportunity in music and art.

Sunny Phoenix is an enterprising city that is going places fast.

And LIFE keeps pace. For in thriving Phoenix, as in other cities, LIFE reaches 3 out of 5 households in the course of 13 issues. LIFE is a part of the local scene and repeatedly plays an influential role in the lives of Phoenixians.

Take these examples of just a few Phoenix residents who have appeared in LIFE. These stories are typical of how people *respond* to LIFE.

They show what happens and keeps on happening to the individuals, and to businesses and products, that appear on the pages of LIFE.



**Regional magazine goes national.** R. Carlson, Editor, *Arizona Highways*, says: "LIFE's 1951 article positioned us as a magazine of national importance. Many distributors sold out, sales zoomed, we got inquiries from all over the U. S."



**Handicapped get help.** Subject of a 1952 LIFE story, handicapped Kenneth Porter says: "I owe so much to LIFE I don't know where to begin. One major result was my being given many opportunities to address and help groups of handicapped people."



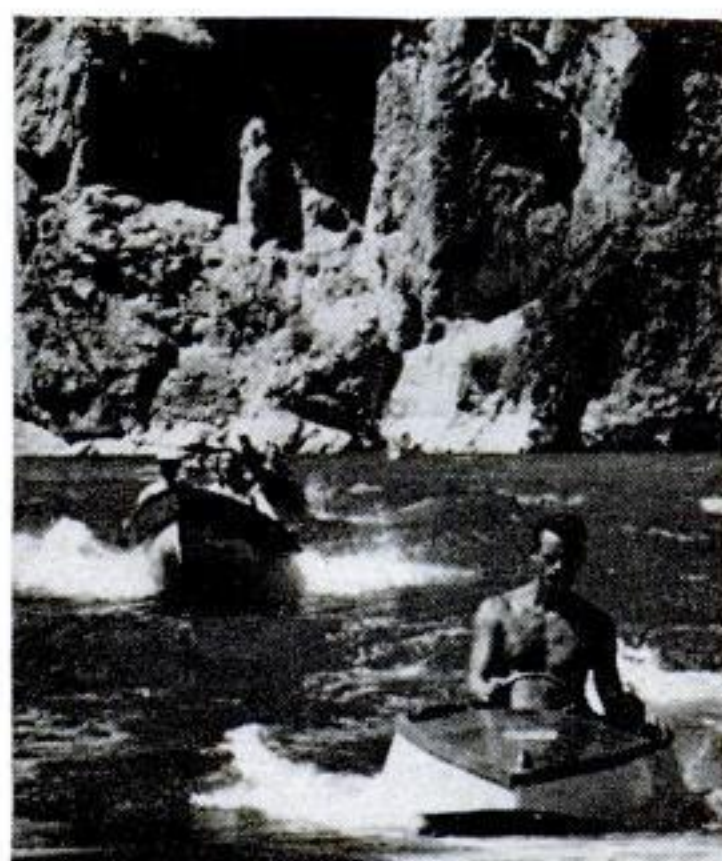
**Educators assisted.** F. Gilleland, teacher, blindfolded his class to dramatize study of light. He says, "LIFE's story ('56) brought inquiries from educators everywhere. Such articles are invaluable in presenting new educational techniques."



**School gains renown.** Pres. Sauer, American Institute for Foreign Trade, tells of the reaction to a letter LIFE published from one of his graduates: "Mail came from around the world. We are indebted to LIFE for focusing world attention on us."



**Arizona's fame spreads.** Arizona's Senator Goldwater says of LIFE's 1956 story on his finding a hidden Grand Canyon bridge: "It was fabulous. Scores of friends wrote, hundreds asked for geological details, many want to come see the bridge."



**Boat club boosted.** Gina Mishey says: "LIFE's story about our Ariz. Navy Club and man-made lakes brought calls from all over. We got a terrific boost among Phoenixians who were proud to see us get national attention."



**Community of contrasts draws comment.** Scottsdale is where East meets and happily marries West. In 1956, LIFE focused national attention on this energetic, growing community. "Being in LIFE was a wonderful break," say Mr. and Mrs. Dublin (left). "Our Lulu Belle restaurant is now nationally famous." And Mr. H. Hoard (right) says: "Every animal lover in the U.S. must have written us after our small menagerie made LIFE. Even now, new acquaintances often say, 'Oh, you're that LIFE family!'"





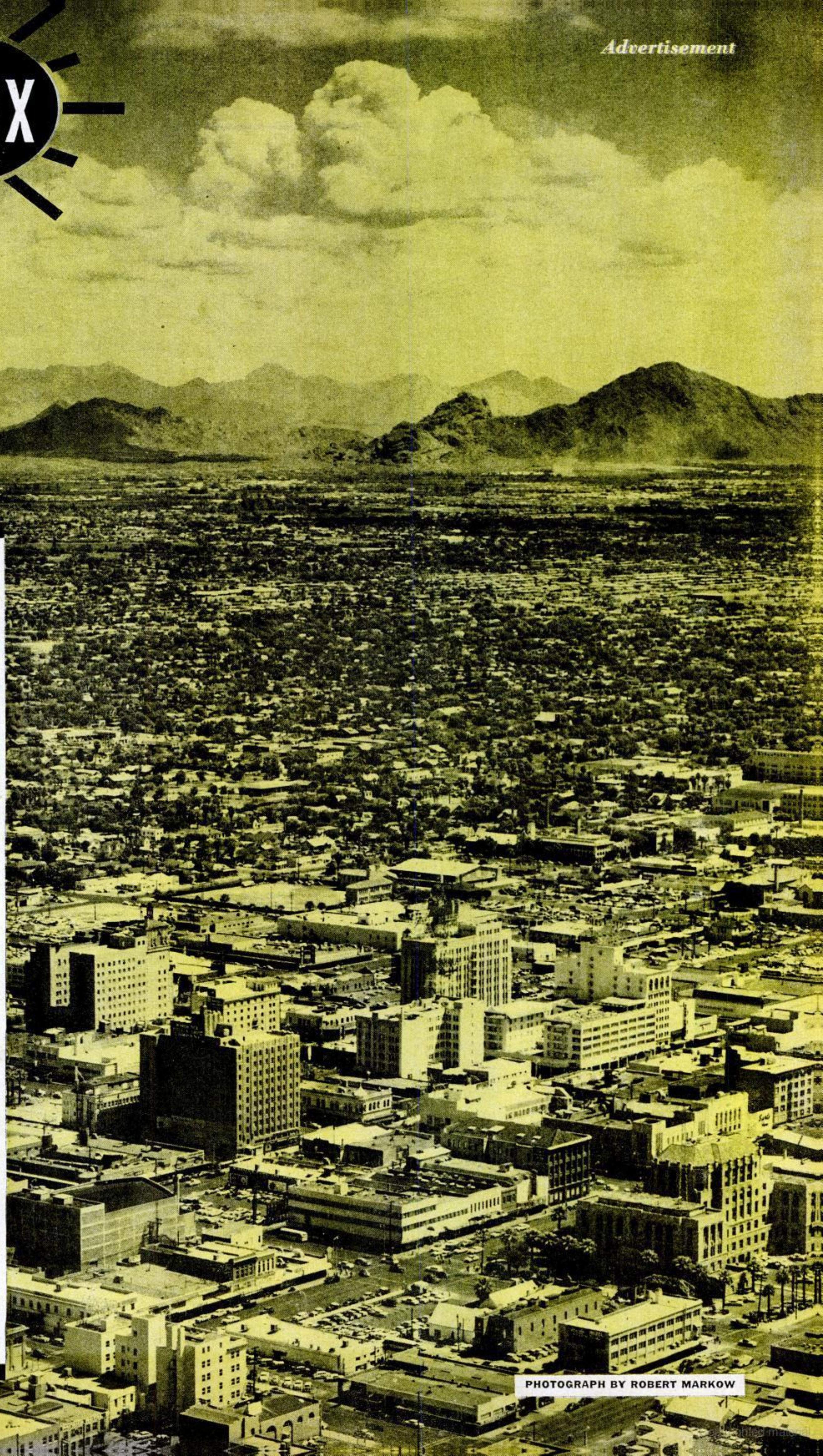
# PHOENIX



**Congress passes bill.** Herbert Stahnke, Ariz. State College's Research Lab.: "LIFE's story on our search for scorpions helped speed the 'Scorpion Mailing Bill' through Congress—enabling us to get scorpions from all over the world."



**Resort business gets boost.** Manager U. Stewart of Arizona's "Camelback Inn" (scene of this steak fry) says, "LIFE's photograph brought widespread congratulations on having 'made LIFE.' We had a heavy increase in business."



PHOTOGRAPH BY ROBERT MARKOW



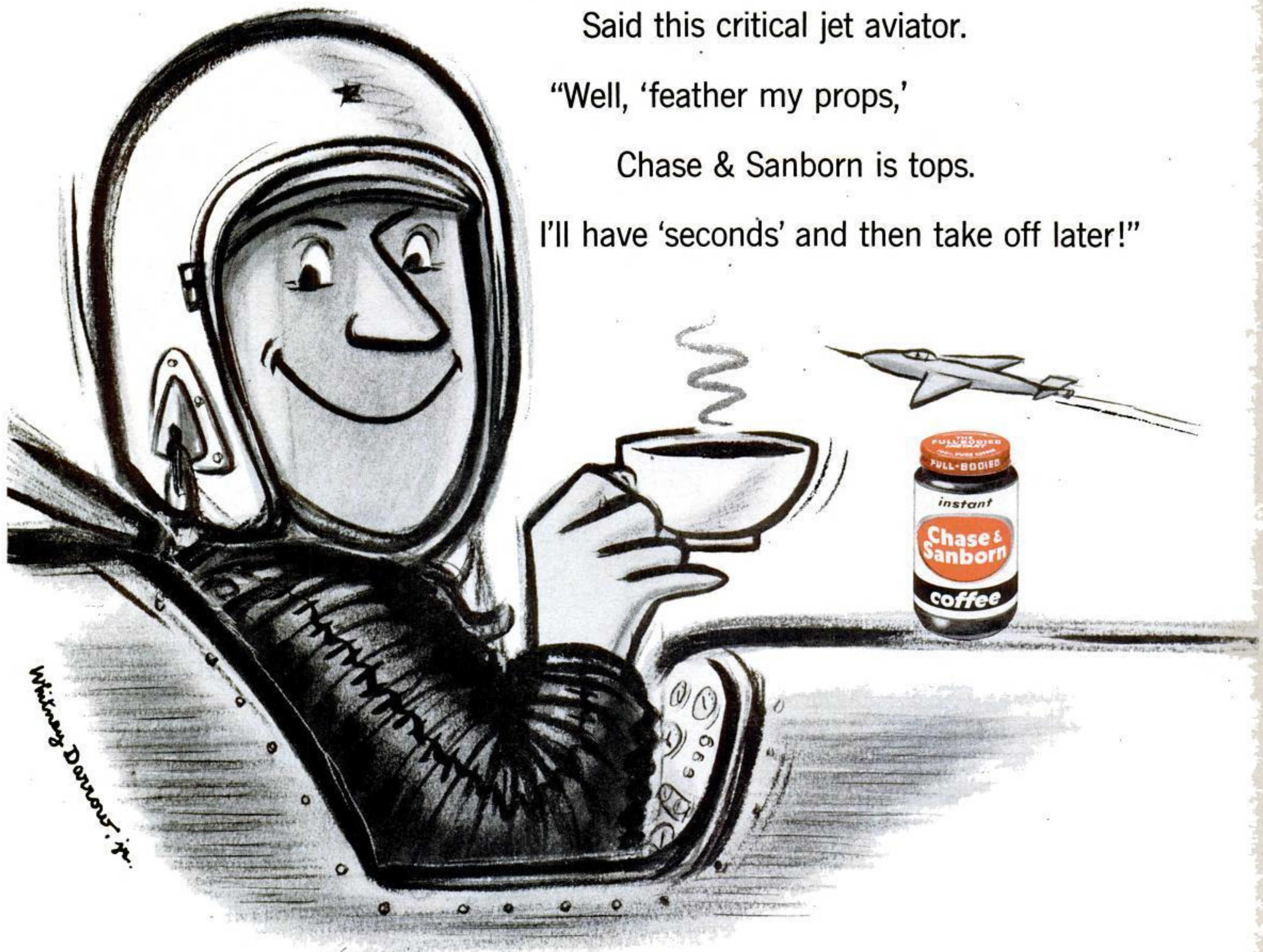
**"OUT OF THIS WORLD!"** There's none greater!"

Said this critical jet aviator.

"Well, 'feather my props,'

Chase & Sanborn is tops.

I'll have 'seconds' and then take off later!"



## **You try new Instant Chase & Sanborn...**

At last! Here is the *first* instant coffee with the depth of flavor, coffee richness and quality you've been searching for.

Your very first cup will tell you why coffee lovers everywhere—even the most critical—make the Full-Bodied Instant their *First Choice For Flavor* . . . over other leading instants. Over ground coffees, too!

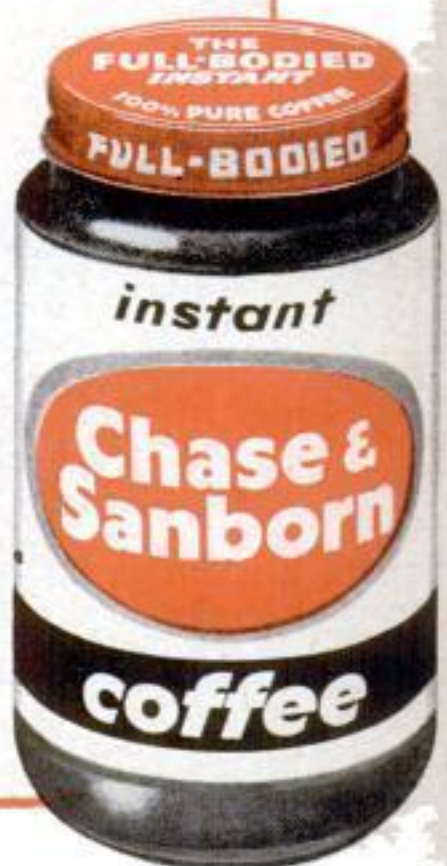
With Instant Chase & Sanborn you can make prize-winning coffee morning after morning . . . night after night.

Just hot water! Just a spoonful! Just terrific!

### **SATISFIES THE MOST CRITICAL COFFEE TASTE**



"ME, CRITICAL? Maybe so," admits Mr. Jack Olney, Roslyn Heights, N. Y. "Only about coffee, really. I enjoy a 'second cup' in the office. Never expected such flavor from an instant. My secretary's recipe: New Instant Chase & Sanborn!"



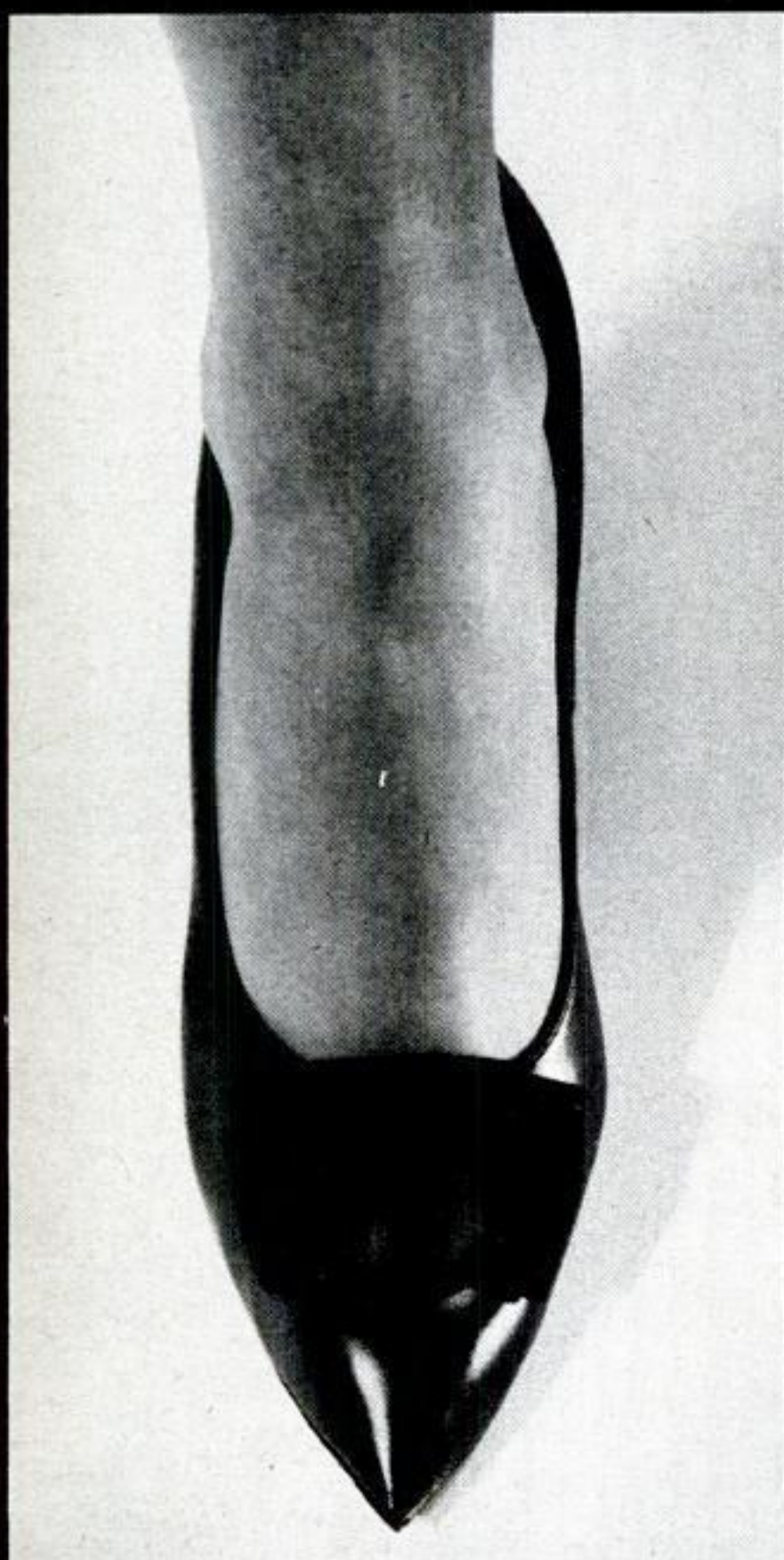
## **THE NEW FULL-BODIED INSTANT**

ANOTHER FINE PRODUCT OF  
STANDARD BRANDS INC.



FASHION

# SHARPENED SHOES



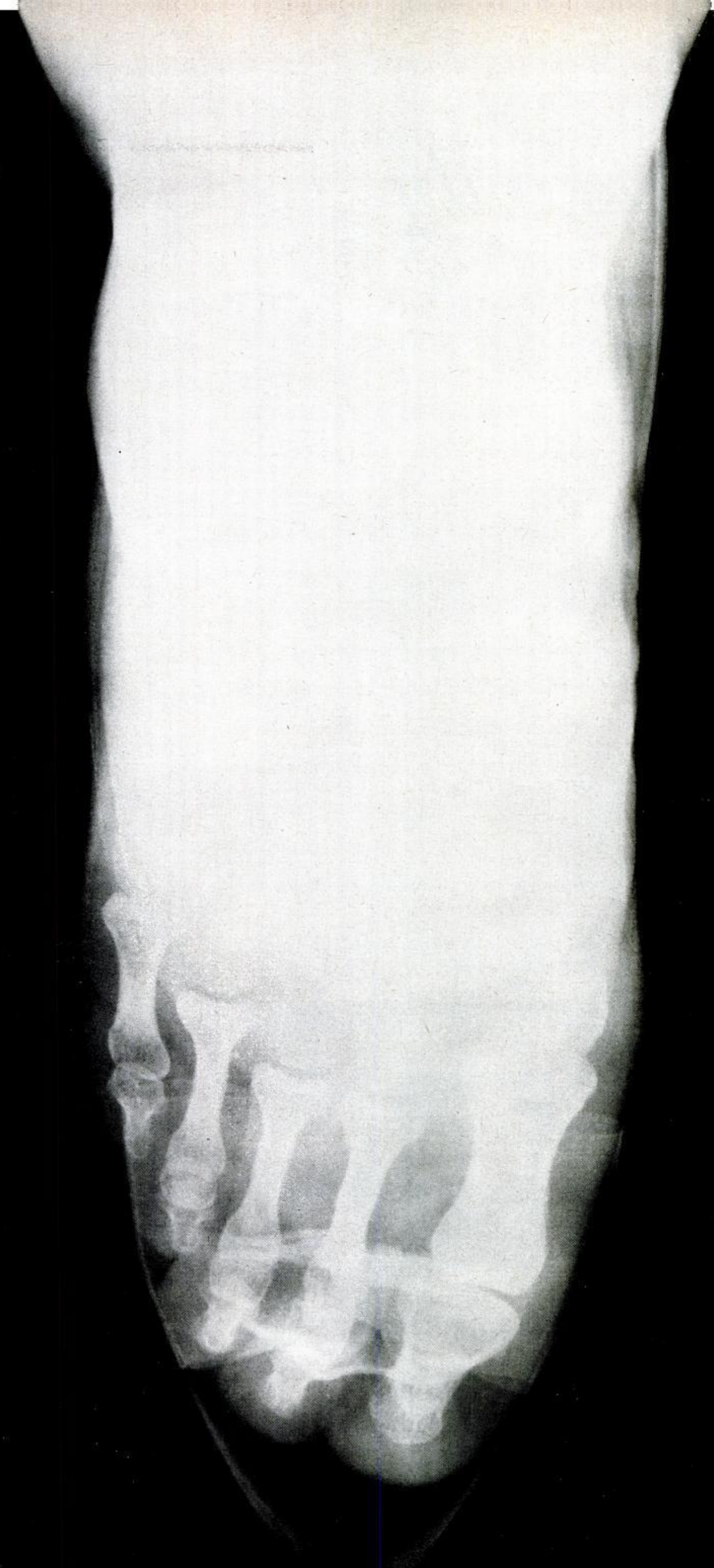
BLACK KID PUMP COSTS \$40 (HERBERT LEVINE)

## A new pointed-toe pump looks odd but feels great

Although it seems to have been conjured up from a chiropodist's nightmare, this startling new pump is simply the logical culmination of a trend in shoe styles. The toe, which has been steadily narrowing, now ends in the sharpest possible point. Unlike constricting pointed shoes of 40 years ago, these are as long on comfort as they are on looks. A special last allows for width at the ball of the foot, puts the point past the wearer's toes (*right*).

Somewhat longer than an ordinary shoe of the same size, the new pointed-toe pump makes both the foot and ankle look slimmer. Males should be warned, however, that the style for pointed toes, added to spike heels, promises double jeopardy on the dance floor.

X-RAY OF SHOE shows that toes are not affected, since actual tip extends well beyond foot.



CONTINUED



*The only*



with throat-soothing ingredients  
of Vicks VapoRub. That's why you  
Get More Relief With Every Drop

TASTE GOOD, TOO!

## Why Edgeworth smokes coolest



**A. BITS AND FLAKES**  
burn hot and fast, bite  
the tongue.



**B. FINE CUT SHREDS**  
all right for cigarettes—  
not so good for pipes.

No other  
tobacco is  
"ready-rubbed"



**C. ONLY EDGEWORTH**  
gives you slow burning,  
cool smoking "chunks."

**America's  
Finest Pipe**

**Tobacco** CANADA'S FINEST, TOO!

For over 50 years, no tobacco has ever equalled Edgeworth for cool smoking pleasure. Aged, hill-grown white burley, blended and cut by Edgeworth's exclusive process, packed to stay fresh in the exclusive heat-sealed pouch. Try Edgeworth!

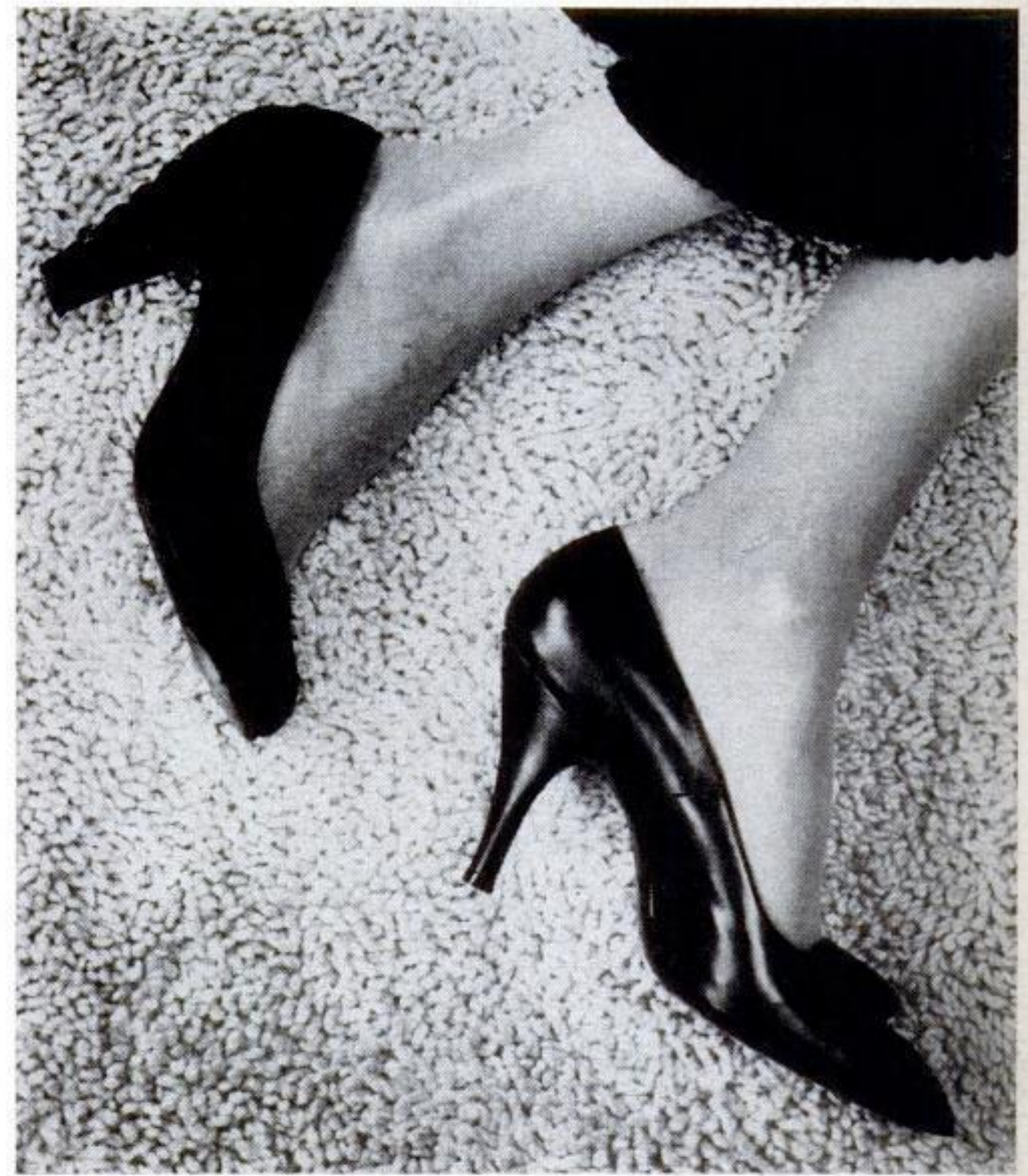
Made in Richmond, Virginia by

**LARUS & BROTHER COMPANY, INC.**

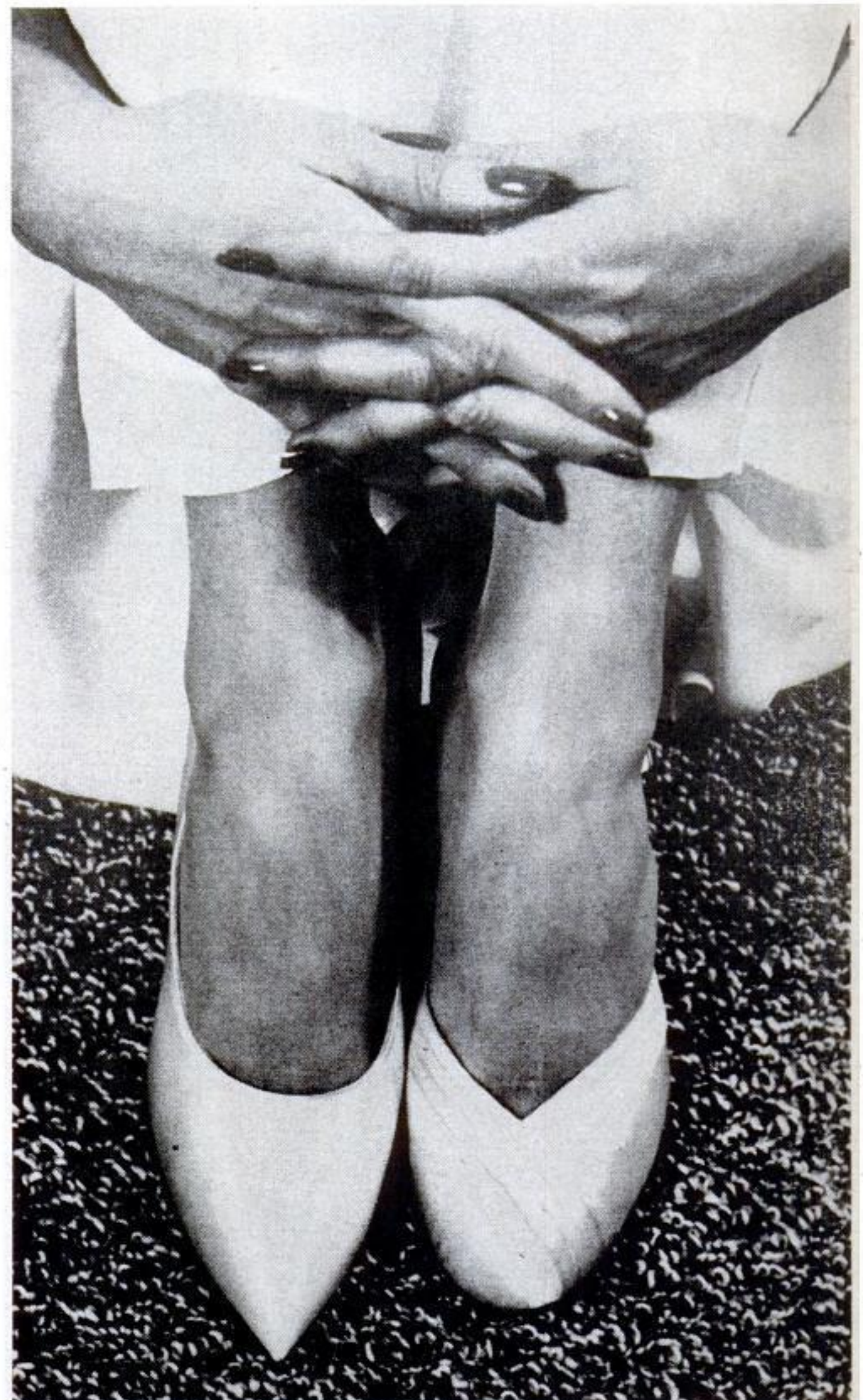
Fine Tobaccos Since 1877



Exclusive, Heat-Sealed Water tight  
Wrap-around pouch.



**CHANGED HEEL** from 1950 version (*left*), which is as high as new version (*right*), shows how making heel slimmer gives the illusion of greater height.



**CHANGED TOE** from blunt shoe, which was 1949 best seller (*right*), to 1957's drawn-out pump (*left*) makes whole foot and ankle look more slender.



## LIFE FILMSTRIPS IN COLOR

(\$6.00 each; only \$5.00 when four or more color filmstrips are ordered at one time)

### THE EPIC OF MAN

1. Man Inherits the Earth\*
2. Stone Age People of Today\*
3. The Dawn of Religion\*
4. A Stone Age Faith Today\*
5. A Mesolithic Age Today\*

### THE WORLD'S GREAT RELIGIONS

6. Hinduism\*
7. Buddhism\*
8. Confucianism and Taoism\*
9. Islam\*
10. Judaism\*
11. Christianity\*

### THE WORLD WE LIVE IN

12. The Earth Is Born\*
13. The Miracle of the Sea\*
14. The Face of the Land\*
15. The Canopy of Air\*
16. Reptiles Inherit the Earth\*
17. The Age of Mammals\*
18. Creatures of the Sea\*
19. The Coral Reef\*
20. The Desert\*
21. The Arctic Tundra\*
22. The Rain Forest\*
23. The Woods of Home\*
24. The Starry Universe\*

### THE HISTORY OF WESTERN CULTURE

25. The Middle Ages\*
26. Renaissance Venice\*
27. Age of Exploration\*
28. The Golden Age of Spain\*
29. The Protestant Reformation\*
30. France in the 18th Century\*
31. 18th Century England\*
32. The American Revolution\*

### THE WORLD OF THE PAST

33. Ancient Egypt\*
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35. Peking—The Forbidden City\*
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42. Giotto's Life of Christ\*
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54. The Navajos
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57. Weather
58. Atoms for Peace\*
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60. Alaska
61. Hawaii
62. Mexico
63. Canada
64. The Arctic
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66. Britain 1953
67. France—The Difficult Era\*
68. Germany—A Giant Awakened\*
69. Italy
70. Yugoslavia
71. The People of Russia\*
72. Series complete—only \$10

### AFRICA AND THE NEAR EAST

73. Africa—Continent in Ferment
74. South Africa and Its Problem
75. The Suez Canal
76. Israel
77. Iran
78. Saudi Arabia
79. Series complete—only \$10

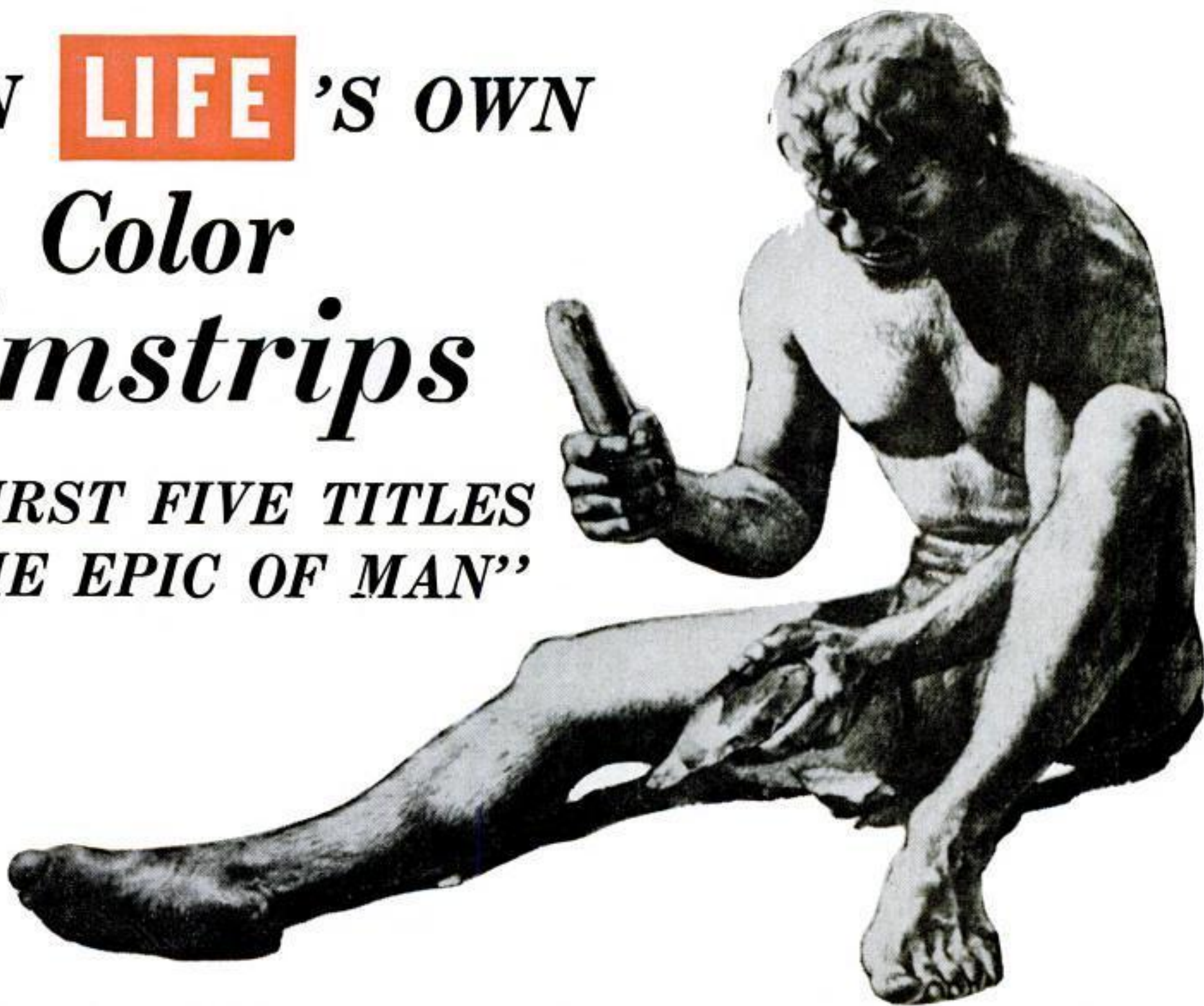
### NEWSFRONTS OF THE FAR EAST

80. Japan
81. India
82. Korea
83. Indo-China
84. The New Indonesia
85. Series complete—only \$8.50

\*Titles starred have lecture guides; reprints of the LIFE articles in the case of the "Epic of Man," "Great Religions" and "World We Live In" series.

WHAT A FILMSTRIP IS . . . Long an effective teaching aid, the filmstrip should not be confused with mounted slides. Rather it is a series of pictures with captions (called "frames") which have been photographed on a strip of 35 mm film—and is shown by means of a projector which throws the images on a screen. LIFE Filmstrips average 60-70 frames each. The filmstrip illustrated here in its container is actual size.

# NOW...IN **LIFE**'S OWN Color filmstrips ...THE FIRST FIVE TITLES IN "THE EPIC OF MAN"



To make many of LIFE's pictorial essays even more useful to educators and educational groups, the Editors of LIFE have reproduced this material in the form of exceptionally fine color and black-and-white filmstrips.

These filmstrips are used extensively in schools, colleges, museums, libraries, churches and adult education groups. Using published and unpublished illustrations and photographs gathered for special articles in the magazine, LIFE Filmstrips offer the finest pictures from LIFE's great collection.

The filmstrips fall into two distinct categories—those in full color, which are based on LIFE's major pictorial essays in the fields of history, art, science and religion—and those in black-and-white, which are prepared from LIFE's photographic reports on the current world scene.

Just completed are five new color filmstrips based on LIFE's current series, "The Epic of Man." Here, in filmstrip form, is the epic story of our earliest ancestors: how the curious creature called Man rose from all fours to discover fire and invent the knife; how he learned to clothe himself; how he learned to hunt animals and then to herd them; how he painted the first pictures, danced the first dances, sang the first songs; how he came at last to lay the foundations of the world's great civilizations. Here, too, are filmstrips that portray, in fascinating detail, peoples of the world today whose

cultures strangely parallel those of the distant past. (LIFE plans to release other filmstrips in this great science series as fast as they can be produced.)

All LIFE's color filmstrips (and black-and-white filmstrips where indicated) are accompanied by lecture notes or reprints of the LIFE articles on which the filmstrips are based. These discussion guides and reprints supplement and expand the text on each filmstrip, and provide background for further discussion.

Because LIFE feels that quality filmstrips should be made available to groups with even the smallest budgets, the purchase price has been held at a minimum. LIFE's color filmstrips are just \$6.00 each—and if ordered in quantities of four or more, only \$5.00 each. Black-and-white filmstrips are \$2.50 each, but in quantities of four or more, only \$2.00 each. Even lower prices are offered when a complete series of black-and-white filmstrips is ordered at one time.

All LIFE filmstrips are 35 mm, single frame.

To order, just check the complete list of titles on the left and fill out the coupon below—circling the numbers corresponding to the titles you want. Then mail the coupon to LIFE Filmstrips, 9 Rockefeller Plaza, New York 20, New York. No need to send money with your order—we will be glad to bill you after you receive your filmstrips.



## **LIFE** filmstrips

9 Rockefeller Plaza, New York 20, N.Y.

Please send me the LIFE Filmstrips I have circled (numbers correspond to titles at left).

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44
45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66
67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85			

—color filmstrips at \$6.00 each  
(\$5.00 each if four or more)

—black-and-white filmstrips at \$2.50 each  
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**HUNTING FORMALITIES** are followed by the castle guards who blow their horns to signal start of the hunt (left). Each hunter, like French Count François



de Riocour (above), had to stand by markers topped with straw while beaters flushed out the game. The count keeps his gun broken open until time to shoot.

# COMMUNIST HUNT, GRAND STYLE

## Westerners get a big bag at an ancient Czech castle

The fields and forests surrounding Zidlochovice castle in Czechoslovakia contain one of the largest concentrations of small game in the world, and for centuries hunters have flocked there. Once a private hunting lodge of the Habsburg royalty, the castle has been reserved of late for Communist party officials. But the Communists are now trying to attract Western tourists, and last month the first party, eight West European aristocrats and businessmen, was allowed into Zidlochovice for two days of hunting.

The visitors found that the European rituals of the hunt had been well preserved. They were awakened each morning by the sound of hunting horns. There were hundreds of peasants on hand to load their guns, beat the bushes for game and pick it up after they had shot it. By old custom, the game shot was turned over to the state wardens and the hunters had to buy back any they wanted to keep.



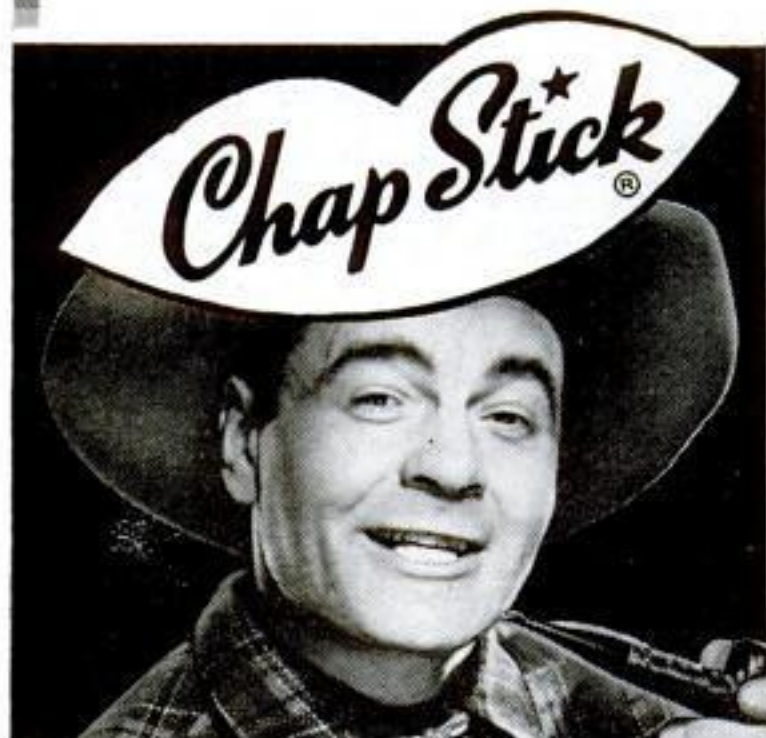
**SHOOTING AT PHEASANTS**, Prince Armand d'Arenberg takes pick of birds beaters have scared up.

**DAY'S BAG** of pheasants is displayed after the hunt. The total kill was 1,784 pheasants, 856 hare.





**Use 'Chap Stick'  
regularly  
to keep your  
lips relaxed  
and refreshed**



'Chap Stick' smooths and soothes in seconds.



'Chap Stick'—the all-family lip balm for dry, parched lips.



'Chap Stick' is Personalized\*—you can tell your own at a glance.

Let 'Chap Stick' show you the way to lip comfort. See how quickly it brings relief to lips that are dry—or lips roughened and cracked by change of climate, wind and weather. 'Chap Stick' is pocket size, specially medicated and *antiseptic*. Be sure to buy a Personalized\* 'Chap Stick' for everyone in the home. Refuse all substitutes.



# GRAND HUNT CONTINUED



SPECIAL SERVICE is given Prince Marc de Caraman-Chimay by Czech who loads his gun. Prince holds guard which protects hand from hot barrel.

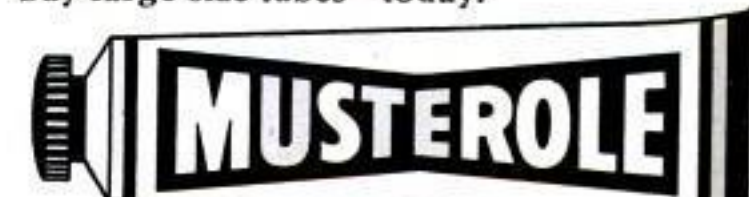


FOXY PHEASANT escapes being shot by refusing to fly despite efforts of beaters. Hen held her ground and was spared by the sportsmanlike hunters.

**NOW - Ease Misery of  
CHEST COLDS,  
MUSCLE PAIN  
with this  
FASTER RELIEF**



It's amazing! the relief new Musterole now brings! It now contains the remarkable pain reliever, GM-7 (glycol monosalicylate), plus oil of mustard; speeds deeper "baked heat" comfort to aches of colds, local congestion, sore muscle pain. New Musterole also quickly eases aching back, strains. In 3 strengths: Regular, Extra Strong, Child's Mild. Save, buy large size tubes—today.



An Analgesic Rub and Counter-Irritant

**Relieve Headache,  
Feverishness of Colds**

Millions Choose  
Fast-Acting

For headache, feverishness of colds take St. Joseph Aspirin. Speeds relief to millions daily without stomach upset. 100 tablets only 49¢. Ask for St. Joseph Aspirin.



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CENTRAL FALLS, R. I.



**Miracle-Ear®**

New one-piece transistor hearing aid so small it is worn in your ear. No cords. No separate ear button. Easier to wear than glasses. Complete concealment for women. Wear "Miracle-Ear" . . . hear well again with natural freedom.

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Please send free literature on the amazing "Miracle-Ear."

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Makers of the Famous "Optic-Ear"  
Hearing Glasses





“It’s lovely... I’ll pin it on while you finish your Postum!”

A very special evening . . . and Postum, the hot drink with a *special* flavor, to speed the dancers on their way.

Postum is *different* from everyday drinks . . . with a grain-rich, slow-roasted flavor you and your

whole family will enjoy.

Postum helps you top a busy day or evening with a *good* night’s sleep. It’s 100% *caffeine-free* . . . safe even for children. For *less than a penny a cup*—why not add Postum to your menu today?

*Enjoy Postum, the hot drink with a different flavor...*

A Product of General Foods







## FLIPPING HIS LID

In all the menagerie that Danny Gorman keeps—it includes a honey bear, a toucan, a coati and 14 monkeys—no animal is more inquisitive than Cindy, a cinnamon ring-tailed monkey. Mr. Gorman, an Ardsley, N.Y. bus driver, was showing Cindy

off recently. He allowed his pet to do her usual tricks of picking his pockets and inspecting his ears. But Cindy, curious about something else, suddenly reached up and flipped back Gorman's eyelids, producing a startling photographic eye opener.



# Set up the fun with light refreshment

Best game of the season, and time for refreshment that adds to the fun.

That, of course, is Schlitz. Sheer refreshment, and so light! Wonderful with meals, too! Today's Schlitz never leaves you feeling full. It's brewed with just the *kiss* of the hops for fresh, delicate flavor. Not a bit bitter, never a hint of after-taste. Sip for yourself and see. Schlitz is the world's largest-selling beer.

leisure's light  
refresher

A man in a red shirt is holding a bowling ball. A woman in a white shirt and striped skirt is feeding him a glass of beer. In the background, there is a Schlitz sign and a bowling score sheet.

BOWL	
DAVE	20
MARY	9
BILL	
JOAN	

THE BEER THAT MADE MILWAUKEE FAMOUS

© 1957 Jos. Schlitz Brewing Company, Milwaukee, Wis.,  
Brooklyn, N. Y., Los Angeles, Cal., Kansas City, Mo.



LIKE YOUR PLEASURE **BIG?**



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**HERE'S TO LAUGHTER** . . . AND PLEASURES YOU'VE EARNED! LIKE THE **REAL** SATISFACTION OF A **REAL** SMOKE,  
A CHESTERFIELD WITH **BIG FULL FLAVOR** THAT COMES SMILING THROUGH . . . THE **SMOOTHEST TASTING**  
**SMOKE TODAY**, BECAUSE IT'S **PACKED MORE SMOOTHLY** BY EXCLUSIVE **ACCU•RAY**. TAKE YOUR PLEASURE **BIG** . . .

**SMOKE FOR REAL SMOKE CHESTERFIELD**